MARCH 24, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

a new kind of COVERAGE MAP

WLS originated one or more remote broadcasts from each county shown in red on map.

BASED ON 195 SPECIAL REMOTE BROADCASTS FROM 60 MIDWEST COMMUNITIES

WLS microphones visited 60 Midwest communities in 1946, for a total of 195 special remote broadcasts serving special areas as well as the entire territory.

This is the kind of service that counts—going direct to city or town or county, meeting old friends, making new ones, getting the *local* people on the air.

For the year, 2,579 guest speakers appeared before our microphones. The largest percentage were county agents, superintendents of schools, farm organization leaders and everyday people with a worthwhile message.

This is the 1946 WLS report of stewardship—and it makes a unique kind of WLS coverage map—four great states *covered with service!*

Typical 1946 WLS remotes: Putnam County (Indiana) Farmers' Midwinter Meeting; 45th Annual Illinois Farm and Home Week; Army Day Parade, Chicago; Wisconsin Council of Cooperatives; Boone County (Illinois) Conservation Field Day; Chicago's International Livestock Exposition; 3 State Fairs; 27th Annual Michigan 4-H Club Week.

● In addition to 195 special remotes, WLS broadcasts daily from Chicago Board of Trade, Union Stock Yards and Government Weather Bureau.

WLS
CHICAGO 7
The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas

Greater Boston Listens to WCOP's Great Local Programs

THE ED DINSMORE SHOW

Ed emcees the whole block of morning programs from 6 to 9 A.M., which includes his own musical program from 6:00 to 6:30 A.M., 7:00 to 7:15 and 7:45 to 8:15 A.M. Ed is celebrated for his easy-to-listen-to selections, his ability to charm breakfast listeners who are not in the mood for brash noisiness at that hour, and his skilfull, personalized commercials. A few choice availabilities in quarter-hours and 1-minute spots.

BILL HICKOK

This young disc manipulator is really a sensation. His first show had half the studio staff standing around listening. He selects numbers with unerring taste for housewife listening, and vocalizes over the record with a voice which we know has a big future. He weaves in commercials with a polish and a sense of timing which are extraordinarily effective. Bill's quarter-hour HARMONY HOUSE is available from 12:30 to 12:45 P.M., and a few quarter-hours and 1-minute spots are available in his BILL HICKOK SHOW from 1:30 to 2:30 P.M.

Top talent and program promotion — that's the combination which is luring listeners for WCOP local shows. It's luring customers, too, with commercials deftly woven into programs. Here are two new personalities on WCOP's roster of top talent.

RATES AND AVAILABILITIES FROM ANY KATZ OFFICE

WCOP Boston

5000 watts

Greater Boston's Good Neighbor

Yankee's News Service is a Vital Link in...

PUBLIC SERVICE

How the Yankee Network News Service means action in urgent cases

Assists in Apprehending Murder Suspect

March 3 — The Yankee News Room received a bulletin at 9:15 A.M. concerning the slaying of an eleven-year-old Malden, Massachusetts, girl. WNAC interrupted its Tello-Test program with a flash.

The mother of a 17-year-old parolee was listening to the Tello-Test program. Already suspicious of the boy because of his appearance and manner of the night before, the mother called the police, and the boy, twice convicted of crimes, was taken into custody.

At 2:05 P.M. the boy, Robert L. Coombes, signed a confession. WNAC was first, at 2:14½ with an announcement of the confession.

"News While it is News"

THE YANKEE NETWORK NEWS SERVICE

On the Air

is the most consistently tuned news service in New England from Bangor to Bridgeport over New England's Largest Regional Network

A New England Institution

THE YANKEE NETWORK

Aids in Saving a Life

February 27 — The Yankee Network News Service helped to save a life when the Quincy, Massachusetts police phoned an emergency call for a blood donor.

Mrs. James Fay, momentarily expecting the birth of a child, was taken to Quincy Hospital in a police ambulance by Patrolman Walter Buckley.

Soon after her arrival, the emergency call was made stating that she was suffering hemorrhages and was dying. Blood of a rare type — RH 400 negative — was needed to save her life and possibly that of the unborn child.

At 7:20 A.M. the appeal was made by WNAC on Nelson Churchill's 7:15 Yankee News broadcast. In ten minutes the first volunteer responded and within a short time 35 persons had volunteered — several from distant points in Massachusetts and Rhode Island.

The blood donor who got there first was Walter Buckley, the very patrolman who had taken Mrs. Fay to the hospital. Buckley had returned to his home for breakfast and was listening to WNAC when he heard the appeal. He remembered that his blood had been typed RH 400 negative. He immediately returned to the hospital. The transfusion was given. Shortly after eight o'clock, a baby girl, six pounds and six ounces was born, and the mother's life was saved.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

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BROADCASTING... at deadline

Closed Circuit

WILLIAM BARLOW, once publicity director of WLW Cincinnati, later in same post at WINS New York, joins FM Assn. soon to handle publicity assignment.

TALK of possible revival of independent affiliates organization keeps cropping up. NBC executives have been hearing more of it at their SPAC flea circus sessions currently under way.

WRITING of new NAB code likely to be long and difficult undertaking. Document expected to develop in segments, with news standards suggested as first job for special NAB standards committee.

GRAPEVINE has it that more than 100 stations can be bought on the right terms. Unprecedented licensing of new AM stations which has seen total (licenses plus CPs) increase from 1,000 to more than 1,600 in past year held responsible for uptrend.

SHORTAGE of essential terminal equipment for coaxial cable networking of television (only two sets of gear are in operation) has caused television CP holders and licensees from Boston to New York to probe use of microwave relays with greater diligence.

LOWELL B. MASON, baby member of Federal Trade Commission who has introduced new theme in Government-industry cooperation, may spring one soon aimed toward radio. He is espousing standards of fair trade practice to be developed by each industry, with Federal Trade Commission doing policing. Could that be possible method of handling self-regulation in radio programming?

THOSE predicting Chairman Charles R. Denny's departure from FCC because of changed complexion politically can put away their crystal balls until end of year anyway. He's determined to see International Telecommunications Conference through, to run from May through September and then some.

ALL WAS SERENE at first closed meeting of negotiating committees of ASCAP with NAB in New York last week (story page 77). What wasn't told is that ASCAP isn't seeking rate increase, which might mean automatic extension of existing contracts through 1958 when current charters expire Dec. 31, 1949. Sweetness and light aspect is far cry from historic brass knuckle encounters of past.

ANENT COPYRIGHT, NAB Music Advisory Committee is confronted with mounting tide of station complaints claiming pressure tactics by smaller copyright groups. Claims are based on purported failure to clear music at source. Stations are faced with automatic infringements at $250 each, plus proposal to wipe out claims if blanket license is taken.

Upcoming

March 24-26: National Conference on UNESCO, Philadelphia.

March 27: NAB FM Executive Committee, Waldorf-Astoria, New York.

March 27: ASCAP General Annual Meeting and Dinner, Ritz-Carlton Hotel, New York.

March 31: NAB Special Standards of Practice Committee, Waldorf-Astoria, New York.

(Other Upcoming page 79)

Bulletins

RECORDINGS of House Foreign Affairs Committee testimony by Dean Acheson, Acting Secretary of State, consulted Friday night to check on press association stories of hearing, which had drawn State Dept. denial. NBC and MBS had direct pickups from hearing Friday, also recording portions for later editing. WMAL recorded entire testimony for editing and received credit in one press association story for clearing confusion (early story page 84).

KYA KSFO San Francisco stood pat Friday on offer to arbitrate or grant 36% wage increase to striking announcers and free lancers. National AFRA president Ken Carpenter expressed complete support to AFRA San Francisco members and local chapter president, Bill Ely, said union will stay out until demands are met (see story page 76).

SHOW CAUSE ORDER OBTAINED IN SYRACUSE JURY REBUKE

RADIO'S revelation of gambling activities in Syracuse, which drew rebuke from Onondaga County Grand Jury investigating subject, received court support Friday when District Attorney William H. Bowers was ordered to show cause why portion of jury's report criticizing broadcasting should not be stricken from record.

Order obtained by WNDR and Bernard Stapleton, news director. Syracuse station had been praised by District Attorney for exposing gambling not covered in jury's report. Jury's radio statement deemed threat to freedom of speech. Radio clause, now removed from the court record, read as follows:

We are impelled to question good faith of those who, while we have been attending to our duties under our oaths, have over the air sought to influence a decision which seemed to them to be the right one. Such conduct on part of news broadcasters nearly approaches a contempt of court.

INTERNATIONALS EXTENDED

ORDER extending licenses of all international broadcast stations to June 30 or first day in which their operations are not controlled by State Dept., Office of International Information & Cultural Affairs or other Government agency, whichever date is earlier, announced by FCC Friday. Order is without prejudice to licensees' filing for own programming of up to 25% of stations' time, as provided by law.

Business Briefly

RAZOR CAMPAIGN ● American Safety Razor Corp., N. Y., April 8 begins promotion of Gem "Guiding Eye" razor on MBS *Adventures of the Falcon* program, Tues. 8:30-9 p.m. Spots also to be used in approximately 30 cities throughout country. Agency, Federal Adv. N. Y.

TONI SPONSORS ● Toni Home Wave through Foote, Cone & Belding, Chicago, March 31 starts for 52 weeks sponsorship 2:15-2:30 p.m. (CST) Mon., Wed., Fri. portion of *Ladies Be Seated* on ABC.

ABC REPLACEMENT ● Replacement for ABC *Pot of Gold* program being discontinued on network April 2 by Lewis Howe Co. (Tums), St. Louis, will be *Beulah* program currently heard as sustainer.

BULOVA RENEWS ● Bulova Watch Co., New York, renews Monday-Thursday night time signals on WNBT New York, NBC television station. Agency, Biow Co., N. Y.

CAMPBELL TO EXPAND ● Campbell Soup Co., Camden, N. J., to expand into daytime radio; show and network undecided. Agency, Ward Wheelock, Philadelphia.

MORE CONSOLES PRODUCED; FM, TV OUTPUT INCREASES

OUTPUT of radio-phonograph console sets increased in February though total production for short month was down, Radio Manufacturers Assn. announced Friday. AM-FM total rose from 51,318 in January to 53,594 in February. Television set production rose from 5,437 in January to 6,243 in February—nearly equal to entire 1946 total.

Of 1,379,966 sets of all types produced in February (January total was 1,564,171), 153,007 were consoles, 843,616 table models. Of AM-FM sets, 7,968 were table models, 768 table radio-phonograph sets and 45,626 consoles. In television group were 5,362 table models, 88 consoles, 10 converters. Auto radios totaled 183,940.

FCC PRAISES ADAIR

HIGH praise for George P. Adair's service while Chief Engineer voiced Friday by FCC (earlier story page 15). "Mr. Adair has done a magnificent job in a most trying and difficult post," Commission said. "During the time he has been chief engineer he has had to deal with the complex problem of frequency allocation to the various services in order to prepare communications for the postwar period. This allocation work in which Mr. Adair played a leading role paved the way for an orderly swift expansion in all phases of electronics, broadcast, common carrier, safety and other communication fields. The Commission expresses its appreciation of Mr. Adair's services and wishes him every success for his future."

COVERS A CAPITAL MARKET

The Nashville retail trade area is a 51 county cut right through the heart of middle Tennessee and southern Kentucky. . . . With annual retail sales totaling $356,977,000 these counties are truly Tennessee's capital market area. . . . And WSIX's coverage concentrates on this rich territory. . . . So your sales message will reach a wide audience who have the buying power you need—and who listen regularly to favorite programs broadcast over WSIX!

5,000 WATTS 980 KC
AMERICAN • MUTUAL

Represented Nationally by
THE KATZ AGENCY, INC.

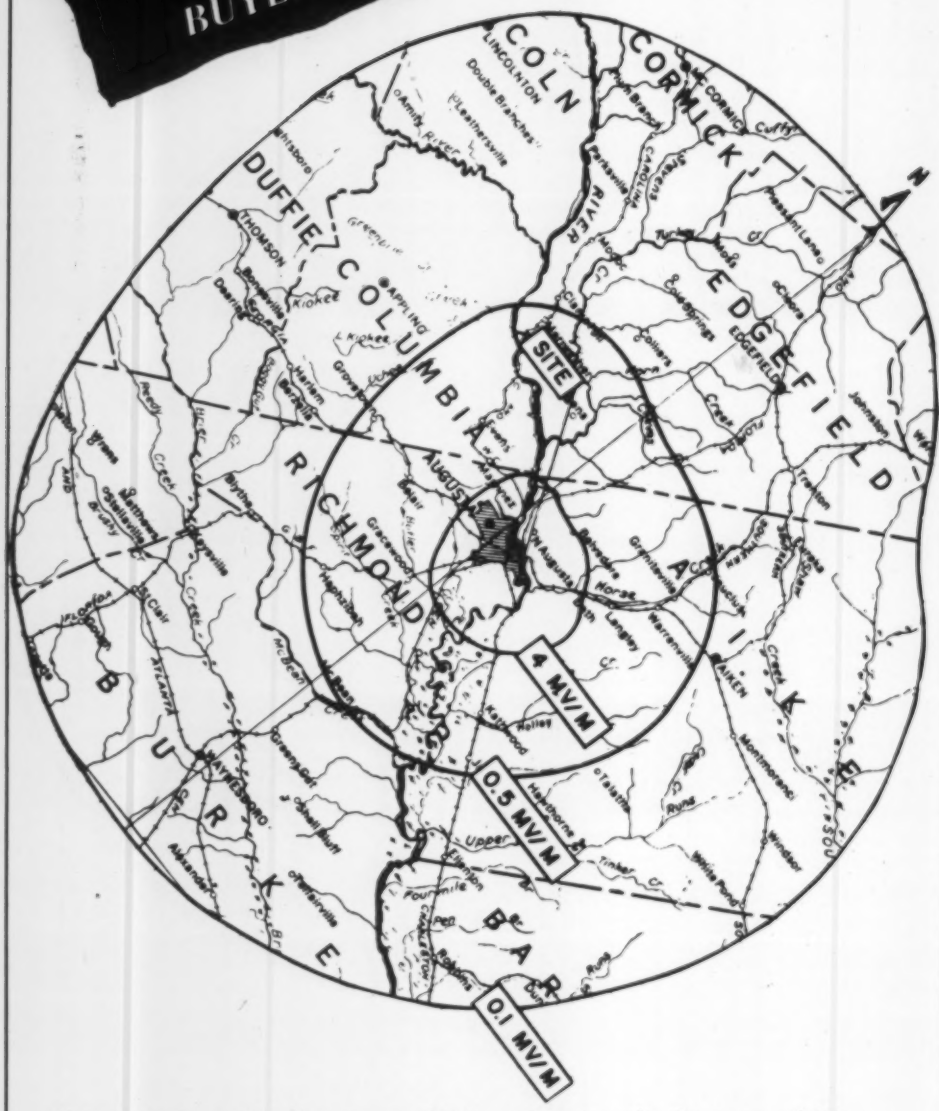
WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

MEMO to BUYERS

Are You Missing Georgia's 3rd Market?

Here's a Measured Service Area map * to show how one of the top trading areas of the South may now be reached through an NBC affiliate station.



Augusta is the retail trading center of Eastern Georgia and a large part of Western South Carolina, including the highly industrialized Horse Creek Valley and the resort city of Aiken.

Within the good-listening area of WTNT (.5 mv/m contour) there are 26,380 homes. These 130,000 people have a much higher per capita buying power than the average for the South.

This rich and progressive Augusta area of the South is on the move. Note the "site" on map where work has already commenced on the $150,000,000 Clark Hill power and navigation project. Completion of this project will make this Savannah River country another Tennessee Valley.

Schedule WTNT—The NBC Station—Today

* *Measured Service Area by Ring and Clark, measured January, 1947*

WTNT

AFFILIATE

AUGUSTA, GEORGIA

250 Watts • 1230 Kilocycles

BROADCASTING
TELECASTING

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At Washington Headquarters
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* Reg. U. S. Pat. Office

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Announcing

the appointment of JOHN BLAIR & COMPANY as NATIONAL REPRESENTATIVES for WHB

• Effective April 1, 1947, John Blair & Company takes over national representation for WHB, Kansas City's Dominant Daytime Station. Your John Blair man will be ready to give you the full story on the big sales possibilities in Kansas City Marketland. And he'll be ready with fine availabilities for your sales messages and your Spot Programs.

He'll have the story, too, on big WHB improvements coming early this summer. That's when WHB goes *full-time* . . . with 5000 Watts . . . on 710 Kilocycles. Ask your John Blair man to give you the facts fast on this better-than-ever buy . . . in this better-than-ever market.

JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

The Swing is to WHB in Kansas City

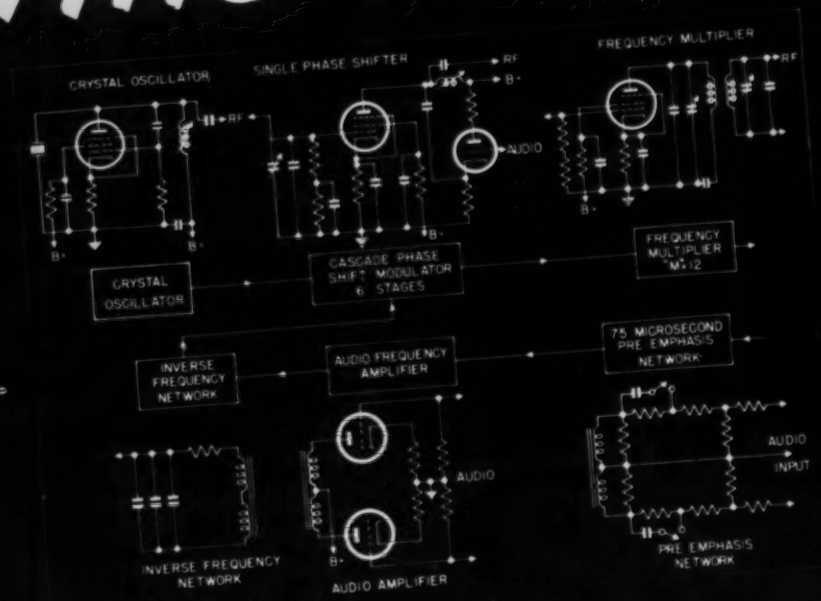
WHB
1,000 WATTS
880 KILOCYCLES
BASIC MUTUAL NETWORK

DON DAVIS
President
JOHN T. SCHILLING
General Manager
Represented by
JOHN BLAIR & COMPANY

KEY STATION FOR THE KANSAS STATE NETWORK

KANSAS CITY EMPORIA SALINA GREAT BEND WICHITA

THIS PROVES IT!



Cascade
PHASE
SHIFT
MODULATION

RAYTHEON FM

IS BETTER...

12 Ways

BECAUSE IT:

1. Features direct crystal control
2. Gives the most desirable electrical characteristics
3. Contains fewest circuits, fewest tubes
4. Has the simplest circuits
5. Is easiest to tune and maintain
6. Has *inherently* the lowest distortion level

AND ELIMINATES ALL:

7. High orders of multiplication
8. Complex circuits
9. Expensive special purpose tubes
10. Discriminator frequency control circuits
11. Pulse counting circuits for frequency control
12. Motor frequency stabilizing devices

RAYTHEON

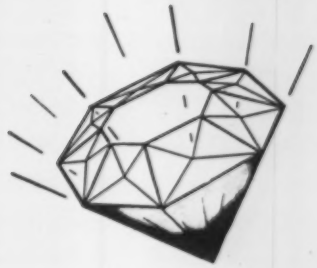
Excellence in Electronics

See your consulting engineer and write for fully illustrated booklet giving complete technical data and information. Write today to:

RAYTHEON MANUFACTURING COMPANY

Broadcast Equipment Division, 7475 North Rogers Avenue, Chicago 26, Illinois

LOOK! There's a Diamond at Your Feet...



Why not pick it up, Radio Industry?

HOW your competitors would reach for it if they could!

It's all yours—you who buy or sell time and talent, and you who build programs.

What is it? It's the *business man's* measurement of radio—NRI CUMULATIVE-COMMERCIAL AUDIENCE.

This new, practical yardstick offers three vital advantages

—to *advertisers and agencies*, as they battle tough postwar competition;

—to *program producers*, as they seek to build shows that will sell more goods;

—to *sellers of time and talent*, as they face increasingly intense competition from other media.

I. It measures the great uncounted radio audience—the *83 per cent of homes beyond the reach of 33-city coincidental phone ratings.* It records accurately the appetites of Main Street as well as Broadway.

II. It measures the cumulative audience reached by a *series* of broadcasts. This is the *market coverage* of your program. (See the Chart.)

Only by intelligent, aggressive use of this cumulative yardstick can the *sellers* of radio avoid short-changing themselves in postwar competitive battles for the advertiser's dollar.

And only this cumulative yardstick can show the *advertiser* what portion of his market is covered adequately—and what portion is left wide open for *unopposed aggression by his competitors.*

III. **NRI CUMULATIVE-COMMERCIAL AUDIENCE** reports, for the first time in radio history, the *number of homes hearing each program's commercial messages!* This is done for (a) each individual broadcast and (b) each series of *successive* broadcasts. (See the Chart.)

Thus the *seller* of radio has a new, keen-edged sales weapon unavailable to competing media.

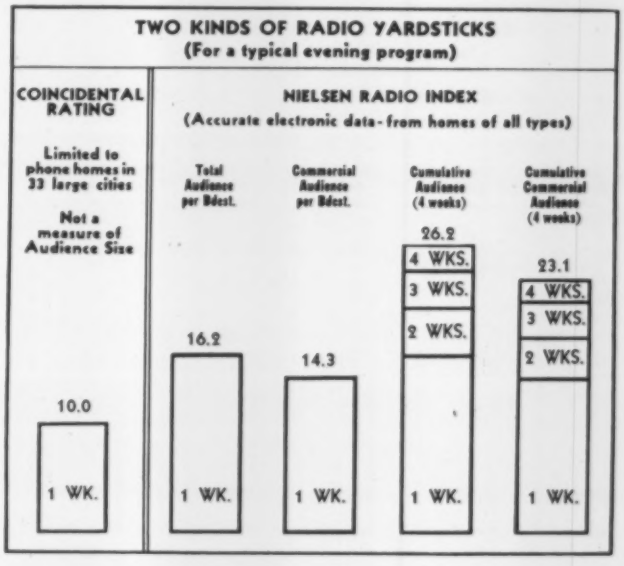
And the *buyer* of radio knows—for the first time—what portion of his total market is being *reached with sales messages.*

Thus NRI frees the radio industry from the costly shackles imposed by the single, arbitrary, 33-city coincidental phone rating, which—through inability to measure (a) audience size, (b) market coverage (cumulative audience) or (c) audience reached by commercials—has failed to express the true and larger values of radio in reaching markets.

If you use network or national spot radio, let us show you how the new NRI CUMULATIVE-COMMERCIAL AUDIENCE, and many other equally useful exclusive features of NRI service, can help you get the most out of your radio dollar.

Radio, there's a diamond at your feet! Why not pick it up?*

*As so many others have already done.



NIELSEN RADIO INDEX—*A Complete Research Service (based on accurate electronic recorders) which provides, on a continuous basis, the vital facts needed in solving the problems and capitalizing the opportunities of programming, time buying, time selling of Radio.*

2101 HOWARD STREET CHICAGO

A. C. NIELSEN COMPANY
WORLD'S LARGEST MARKETING RESEARCH ORGANIZATION

500 FIFTH AVENUE NEW YORK

MORE THAN EVER-

The Voice of Lincoln

Yes...only ONE station broadcasts to the Lincoln area exclusively...it's KFOR, the "Capital City Station." KFOR ALONE concentrates on serving and selling thousands in Nebraska's second market.

Write or wire today...we'll sell this huge responsive audience for you, too!

It's KFOR for
- Service
- Performance
- Results

CHARLES T. STUART, PRESIDENT AND EXECUTIVE DIRECTOR
EXECUTIVE OFFICES, STUART BUILDING, LINCOLN, NEBRASKA

1240 KC BASIC ABC

KFOR

LINCOLN, NEBRASKA

HARRY PECK, Station Manager
EDW. PETRY & CO., INC., National Representatives

Feature of the Week

IT'S NOT OFTEN that a burglar takes the trouble to advise a radio station news room of the location where he committed a burglary. But it did happen in New Westminster, B. C., and there was a reason.

Several times daily CKNW New Westminster tells its listeners they will receive $1.00 for the best news story submitted that day. And so, on March 13, a Vancouver burglar with a nose for news and a flair for the unusual "scooped" all Vancouver and New Westminster. In fact, he was so far ahead with the news that nobody believed him.

Phones Station

About 9:30 p.m. the CKNW news room received a call from a man who said: "I've got some real news —only two people know about it, you and I. It's a robbery— I've just robbed a house in the 2800 block East Pender in Vancouver of $230." Checking with the police, the newsman found that no report had been received of a burglary in that district.

Later there came a second call from the self-styled 'burglar'. "I'm not kidding. It really was a robbery," he said, explaining that he had called again to correct an error—the robbery was not in the 2800 block East Pender; the correct address was 2745 East Pender.

Again a hasty check with the police failed to produce any word of a robbery, but the CKNW newsman traced the phone calls and found that one had come from a cafe and the other from a tram station in the same vicinity. On the next newscast, the CKNW announcer repeated his offer of $1.00 for the best news story of the day and asked the bold burglar to come forward and claim his dollar.

Next morning about 7:45 a.m. the burglar phoned again. "I'm awfully sorry I'm so modest," said he. "I really couldn't come and get the money. Please give it to charity—or better still send it to 2745 East Pender!"

Checking with the police again, the CKNW newsman was told that the home of William Economy, 2745 East Pender, had been entered during the night and that the burglar had got away with $235—$185 in bills and $50 in silver.

Added Donation

The CKNW management added $49 to the dollar won by the burglar and contributed the money to a fund for wives of two policemen who lost their lives recently in a battle with the Vancouver underworld.

The CKNW-burglar story hit the front pages of every newspaper in Vancouver and New Westminster as well as other papers.

Sellers of Sales

RAY SIMMS is a newcomer to the agency side of radio but is a veteran of the radio business. He recently joined Kenyon & Eckhardt's time buying department as assistant to Frank Palmer, chief time buyer.

RAY

Born in Montclair, N. J., Sept. 26, 1919, he went through Montclair Academy and Mamaroneck High School and attended the U. of Vermont. His first job was as sales manager of Highway Safety Products. Then he joined WCHV Charlottesville, Va., as copywriter, announcer and salesman. After a short stint there, he moved to White Plains, N. Y., where he became head of the copy department of WFAS. In 1942 he came to New York and WOV as an announcer. Simultaneously, he worked for the production department of the OWI.

It was at that time that he became afflicted with a bone disease in his legs. He moved to Vermont for his health. While there he joined WCAX Burlington, Vt., as production manager. Later he joined WAGE Syracuse as an announcer and night manager and then he did production work at ABC in Washington, returning to WCAX as assistant to the general manager. He served in this executive capacity until he joined Kenyon & Eckhardt.

Ray is in charge of spot buying for the following accounts: Kellogg Co., Wesson Oil & Snowdrift, Chesapeake & Ohio, Borden Coffee, Industrial Tape, Pere Marquette.

Slim and dark, Ray has a boyish appearance. The Simms have been married for five and a half years. Mrs. Simms is the former Katherine Webster. They have two children, Christian, 3, and William, 1. Painting pastels of animals and golfing are Ray's hobbies.

NBC AFFILIATE

Represented by
RADIO ADVERTISING COMPANY
New York · Dallas · Chicago
San Francisco · Hollywood

AMONG ST. LOUIS' OWN Traditions

Forest Park

America's Second Largest Public Park

The "magnificent distances" of Forest Park have welcomed generations of St. Louisans and world-travellers alike, since long before the days when "Meet me in St. Louis, Louie, Meet me at the Fair," became the first singing commercial. Forest Park is the playground of this great cross-roads city in the heart of America, mecca of tourists throughout the middle west, home of the world-famous Municipal Opera, the renowned Art Museum, the beautiful Jewel Box and the Zoo.

As much a part of the St. Louis scene as Forest Park, is St. Louis' KWK. Twenty years of living as St. Louis lives, heralding its growth, recording its triumphs ever since Lindbergh flew the Atlantic, KWK knows the mood and the spirit of St. Louis. St. Louis *listens* to KWK as evidenced by the Hooper ratings. St. Louis *believes* KWK as shown by the year-in, year-out sponsorship of KWK programs by advertisers whose one criterion is results.

St. Louis' Own
and St. Louis Owned

KWK
MUTUAL

HOTEL CHASE, ST. LOUIS

PAUL H. RAYMER CO., Representative

NO. 1—Intimate Glimpses into the Lives of the Great(est Spot Radio Sales Organization on Earth!)

G. H. Q.!

This salubrious scene, friends, shows our Vice-President Jones Scovern in his New York sanctum with a visiting station executive. It's a scene you can witness almost any day of the year, in *any* of our sanctums from coast to coast. Why? Because F & P offices are G. H. Q. for spot-broadcasting—real clearing houses for radio information of every kind. If there's any dope *you* want, let us show you how quickly we can dig it out for you!

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OKLAHOMA CITY	KOMA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
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BROADCASTING
TELECASTING

VOL. 32, NO. 12 WASHINGTON, D. C., MARCH 24, 1947 $5.00 A YEAR—20c A COPY

FCC Reverses Its Decision in KSTP Case

Hubbard Transfer Approved 2 Days After Denial

IN AN UNPRECEDENTED 11th-hour action, FCC last Thursday night reversed its two-day-old decision to refuse transfer of control of 50-kw KSTP St. Paul to President Stanley E. Hubbard, after Aviation Corp. relaxed its option for re-purchase to apply to 49% of KSTP stock at $661,500 instead of 75% at $1,200,000.

The Commission approved by a 4-to-1 vote (Comr. C. J. Durr dissenting) the $825,000 sale of 75% to Mr. Hubbard, already 25% owner. The action came in a hastily called meeting in which a revised Hubbard-Avco option agreement was presented by counsel for KSTP, Avco, and the Avco subsidiary, Crosley Broadcasting Corp. Mr. Hubbard's contract to acquire the 75% holdings of the Shields-Brown estates for $825,000 would have expired Thursday midnight.

The original Hubbard-Avco agreement, rejected by the Commission the preceding Tuesday by a 3-2 vote, would have given the Avco-Crosley interests an option to acquire 75% interest in KSTP from Mr. Hubbard for $1,200,000 between the sixth and seventh months after FCC approval of the transfer of 75% by the estates to Mr. Hubbard for $825,000.

Under the revised agreement, Victor Emmanuel, chairman of the board of Avco, and his companies content themselves with an option for 49% interest—less than stock control. Mr. Hubbard had failed to negotiate a loan in customary banking channels after the Commission's initial adverse decision was made known Tuesday.

Loan by AVCO Continued

Under the new contract approved by FCC in the garrison finish against the option expiration, the $850,000 loan by Avco to Mr. Hubbard at 4% interest is continued ($825,000 to acquire the 75% interest, $25,000 for expenses). But Avco-Crosley (WLW Cincinnati, WINS New York and other radio interests) cut their option from 75 to 49%, at $675 a share as compared to $800 a share under the old 75% option, for a total outlay of $661,500. In event Avco does not exercise the option, Mr. Hubbard has three years rather than 13 months to repay the $850,000 loan. If the option is exercised, Mr. Hubbard will have three years to pay the $188,500 difference between the option price and the amount of the loan.

Mr. HUBBARD

The first option's requirement that Mr. Hubbard maintain a minimum reserve of $318,000 in the KSTP treasury is abandoned. (The reserve now exceeds $500,000.) Mr. Hubbard is released from the requirement that he get Avco-Crosley approval on capital expenditures, and the requirement that Avco be permitted to name a member of the KSTP board during the six-month option period also is waived.

The Commission's first decision, announced Tuesday, followed by four days completion of the hearing in which both Mr. Hubbard and a group of St. Paul-Minneapolis businessmen were seeking acquisition of the station under FCC's Avco Rule [BROADCASTING, March 17].

The Tuesday announcement, clearing the way for further consideration if the Hubbard-Avco option agreement were revised, said that FCC "will enter an order effective midnight Thursday, March 20, denying its consent to the transfer of control of Station KSTP St. Paul, Minn., to either Stanley E. Hubbard or I. A. O'Shaughnessey, et al, and The Thomas Hamm Brewing Co. Counsel for the parties were today advised of the nature of the order which the Commission plans to enter so that they might have the benefit of as much notice as conditions permit before expiration on March 20, 1947 of the present contract with the trustees [of the Shields-Brown estates]."

Earlier Vote Close

In the session leading up to the Tuesday announcement, the Commission voted 3-2 against approval of transfer to Mr. Hubbard under the then-existing option conditions, and 5-0 against approval of transfer to the local group. In the 3-2 vote, Comrs. Clifford J. Durr, Ray C. Wakefield, and Rosel H. Hyde sided against Chairman Charles R. Denny and Comr. E. K. Jett. One commissioner, Paul A. Walker,

(*Continued on page 83*)

Decision Booms Interest in Television

More Black and White Station Requests Are Expected

A MARKED STEP-UP in production of television equipment and a renewed interest in the establishment of black-and-white television stations were expected last week to result from FCC's ruling that commercial color video is not yet ready.

The decision followed months of industry uncertainty, which in many instances has limited production, and was cited along with television costs as one of the main reasons for the large-scale withdrawals of station applications last spring and summer.

Manufacturers felt that its effect would be to encourage concentration on black-and-white production by removing the fear that equipment might momentarily be rendered obsolete by adoption of new standards, and that, similarly, it would encourage broadcasters to enter the black-and-white field and the public to invest more readily in television sets.

Its effect on experimental color operations—which the Commission emphasized should be continued—was not predicted immediately. FCC authorities said about half a dozen manufacturers and four standard broadcasters have grants for experimental operations including work with color, but that it has no data on the nature or extent of such work.

CBS, which was estimated to have spent approximately $2,000,000 in developing the sequential color system which FCC found inadequate, had no immediate comment pending a study of the 14-page decision. Nor did RCA, developer of the simultaneous color method and one of the principal opponents of the CBS proposals.

'Forthright Analysis'

Another opponent, Allen B. Du Mont Labs, however, asserted that "the Commission and its legal and engineering staffs are to be congratulated on a forthright analysis of the existing situation." The company predicted its own 1947 receiver production "will be more than doubled because of the decision."

One leading television executive, who declined to be identified with his comment, said that "at last a man can go ahead and work in television and make his own mistakes without being stymied by the fear that they will be made for him by someone else."

J. R. Poppele, president of Television Broadcasters Assn., which opposed Columbia's proposals, expected the decision to have "far-reaching consequences in speeding up the expansion of a television service to the public."

"As a result of the Commission's decision," Mr. Poppele declared, "the public can expect the production and manufacture of television receivers to be greatly accelerated and that the number of applicants for commercial black-and-white television stations will be increased materially during the next few months. Meanwhile, we urge continued experimentation in color television until such time as a commercially feasible system can be

(*Continued on page 14*)

Television Boom

(Continued from page 13)

devised and made available to the public."

The TBA executive said CBS and Dr. Peter C. Goldmark, its engineering research director, "deserve great credit for their contributions toward the development of a color television system," but that commercialization of color should be withheld "until there is general agreement within the industry itself on any system or systems which would permit the transmission of color television to match that of the quality of monochrome."

RMA Opinion

The Radio Manufacturers Assn. viewed the decision as one that will remove the uncertainty that has held up production of television receivers, and anticipated a substantial increase in production for the rest of the year. An RMA spokesman pointed out that the decision is in line with recommendations of the RMA Engineering Dept. and three special committees which made extensive color studies.

C. J. Burnside, manager of the Industrial Elctronics Division of Westinghouse Electric Corp., which sided with CBS in the dispute, said FCC's call for "further experimentation" in color "points to the eventual acceptance of this medium."

"Westinghouse policy to offer its customers all types of broadcasting and industrial electronics equipment for which its research, design, and manufacturing facilities are suited, and for which a definite market exists, is not affected by the Commission's decision," Mr. Burnside declared. "While Westinghouse feels that ultimate widespread use of television will demand color, the Commission's decision not to establish color standard at this time will not affect our developments or production program in any way."

General Electric Corp.'s Electronics Dept. said its own production plans for transmitters and receivers would not be affected, but that the Commission's action "will clear up the indecision on the part of some broadcasters who have been waiting the outcome before making definite commitments in the industry."

GE Centered On Black

Although it built "a few experimental shop model color television receivers for CBS," GE said, its "production plans have centered on black-and-white." GE is in production on this basis on television receivers. Model 801, a console set, with a direct-view picture and also including the standard broadcast band, is now available for sale in areas where television stations are on the air. This and other black-and-white television receivers to follow this year are being made at

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CBS Petition for Color TV Denied

Performance Under Plan Cited As Not Adequate In Reasonable Time

(Excerpts from text of FCC Report start on this page).

RETAINING black-and-white television as the standard for the immediate future, but urging that the search for a "satisfactory" color system be continued and expanded, FCC last week denied the CBS petition for commercial color video in the 480-920 mc band.

The standards proposed by CBS in the much-argued controversy, FCC concluded, fall short of "the optimum performance which may be expected of a color television system within a reasonable time." The Commission cited two main reasons for its decision:

(1) A belief that field-testing has been inadequate;

(2) A belief that "there may be other systems of transmitting color which offer the possibility of cheaper receivers and narrower band widths that have not yet been fully explored," particularly in view of wartime developments in electronics. There are not enough frequencies between 480 and 920 mc, FCC noted, for more than one system.

The long-awaited decision was expected generally to have a stabilizing effect on both manufacturers and public, by giving assurance that black-and-white sets may be produced and bought at no immediate risk of being out-dated by new standards (story page 13).

The Commission commended CBS, its engineering research director, Dr. Peter C. Goldmark, and his staff "for their continuing interest in the field and for the great strides that they have made in this field in so short a period." It expressed hope "that all persons with a true interest in the future of color television will continue their experimentation in this field in the hope that a satisfactory system can be developed and demonstrated at the earliest possible date."

Acceptable Factors

A criterion of a practical television system, FCC indicated, is its acceptability for home use from the standpoint of such factors as picture brightness and contrast, color breakup or lack of it, size of viewing screens, and cost. While CBS has tested its system extensively, the Commission noted, most of the tests have been in the laboratory or under controlled conditions, and none have been made in homes.

From the standpoint of brightness and flicker alone, FCC feared that "the risk of approving the Columbia standards at this time is that color television might be forced to limp along with a picture that is not sufficiently bright for general home use or is subject to objectionable flicker." Regarding cost, the Commission pointed out that "the objective of television . . . of bringing news, education, culture and entertainment to large numbers of people can not be carried out unless television receivers are manufactured and sold at a price which the average family can afford to pay."

Another major consideration, the report noted, is channel width. CBS standards, employing a 16-mc channel, would permit "but 27 channels" in the requested 480-920 mc band (now used for experimental video operations). The Commission said it had hoped to provide for a "truly nationwide competitive television system" in this band, but that 27 channels "may not ultimately be enough." For that reason, FCC said, "every effort must . . . be made to narrow the band width required for color television" —but not at the expense of picture brightness and detail, color fidelity, etc.

By comparison with the 27 color channels which would be available under CBS standards, the present black-and-white allocations (ranging between 44 and 216 mc) provide for 13 channels of 6 mc each.

System "Untested"

It was pointed out that the simultaneous color system of RCA, one of the chief opponents of the CBS sequential method, employed a 12.5 mc band width. The Commission said this system "is as yet too untested" to determine whether it would be practicable or would degrade television performance, but that its narrower band width and higher frame rate (30 per second, compared to CBS system's 24) comprise "a development that is highly

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Summary of FCC Views on Color TV

FCC's VIEWS on the CBS color television case and on some of the objectives and requirements of color television in general are sketched in the following excerpts from the text of the Commission's 14-page report denying the petition of CBS for commercial video operations in the 480-920 mc band (see story this page).

The question may be asked as to why, if Columbia has a system of color television which it believes is ready, and frequencies are available, it cannot offer its system to the public and let its competitors do the same thing with respect to their systems. The public would then decide which system, if any, it prefers . . . The answer lies in the nature of television and the fact that there are not enough frequencies available in the 480 to 920 mc band for more than one color television system . . .

Before approving proposed standards, the Commission must be satisfied not only that the system proposed will work, but also that the system is as good as can be expected within any reasonable time in the foreseeable future. In addition, the system should be capable of permitting incorporation of better performance characteristics without requiring a change in fundamental standards. Otherwise, the danger exists that the standards will be set before fundamental developments have been made, with the result that the public would be saddled with an inferior service, if the new changes were not adopted, or if they were adopted, receivers already in the hands of the public would be rendered useless.

Judged by the foregoing test, the Commission is of the view that the standards for color television proposed by Columbia Broadcasting System should not be adopted. In the Commission's opinion the evidence does not show that they represent the optimum performance which may be expected of a color television system within a reasonable time.

The Commission bases this conclusion on two grounds. In the first place, the Commission believes that there has not been adequate field testing of the system for the Commission to be able to proceed with confidence that the system will work adequately in practice. Secondly, the Commission is of the opinion that there may be other systems of transmitting color which offer the possibility of cheaper receivers and narrower band widths that have not yet been fully explored. . . .

II

Before approving a new system of television it is indispensible that there be an adequate program of field testing . . . The record in this case discloses that while Columbia has done an extensive amount of testing of its system, most of it has been in the laboratory or under controlled conditions. No extensive testing under widely varying circumstances has been attempted.

It might be pointed out that before standards were adopted for monochrome television, there were at least seven stations in operation in several cities and several thousand television receivers were outstanding, a good part of them in the hands of members of the public.

(1) Picture brightness and contrast.—The brightness with which a picture can be produced on a television screen is one of the most important performance characteristics of a television receiver. If inadequate brilliance is produced, the house must be darkened in much the same way as a movie theatre in order to be able to see the picture . . . It is important that receivers be developed which are capable of operating satisfactorily in rooms with normal illumination.

Dr. Peter C. Goldmark, testifying for Columbia Broadcasting System, stated that Columbia had developed a receiver in its laboratory which was capable of producing 22 foot lamberts of illumination. However, at the hearing in New York none of its receivers developed more than 15 foot lamberts. In contrast, Allen B. Du Mont Laboratories Inc. demonstrated black-and-white direct-view receivers that produced an average highlight brightness as high as 750 foot lamberts and Philco Radio Corp. displayed a projection type of receiver which produced an average highlight brightness of approximately 35 foot lamberts.

Dr. Goldmark testified that these differences in brightness were not significant because in his opinion the brightness of the Columbia picture was adequate and that the added brightness was, therefore, not necessary. Moreover, according to Dr. Goldmark, once adequate brightness has been provided for, it is more important to concentrate on contrast in the picture than on added brightness . . . In answer, expert witnesses for Du Mont and other companies testified that in their opinion the brightness of the Columbia picture was not adequate for home use. Dr. Goldmark maintained that it was adequate and that any greater brightness would be uncomfortable to the eyes.

. . . It should be pointed out that there was no evidence presented as to what the situation would be under home conditions. Indeed, since Columbia has not tested its sets in homes, such evidence was not available. . . . Until a sufficient number of home tests has been made, the Commission is un-

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NAB Adds Three New Top Executives

Filling Posts Rounds Out 18 Months For Miller

By J. FRANK BEATTY

(See editorial page 46*)

NAB last week completed its long-range expansion program with appointment of three top-level executives. The action came on the eve of moving to the new $350,000 broadcasting headquarters building.

Named to the key positions were:

Robert K. Richards, editorial director of BROADCASTING, to be Director of Public Relations.

Harold Fair, program director of WHO Des Moines, to be Director of the new Program Dept.

Royal V. Howard, vice president of Associated Broadcasters, San Francisco, to be Director of Engineering.

Filling of these positions by President Justin Miller marks completion of an 18-month rebuilding period in which the association has been enlarged to perform a complete industry service. The action comes as NAB faces such tasks as the writing of an industry code covering advertising and program standards, along with new functions centered in technological advances, rapid increase in number of stations, and advent of FM, television and facsimile services.

Mr. RICHARDS

Mr. FAIR

Mr. HOWARD

Appointment of Mr. Richards to head public relations, with responsibilities on the policy level, comes just a month after NAB's announcement that it was undertaking a national radio campaign to promote radio and combat anti-broadcasting movements. The campaign was agreed on Feb. 18-19 at a meeting of the Public Relations Executive Committee.

Networks and stations are to coordinate their efforts in the drive, which will include preparation of transcribed talks and scripts for station use; integration of station and NAB public relations chairman in the 17 districts and through State associations; scheduling of a radio news panel at the next NAB convention.

Mr. Richards has wide industry acquaintanceship and knows broadcasting from all sides through experience as an editor, official at the Office of Censorship during the war, and station executive. He assumes a chair that has been vacant since 1941 when Edward M. Kirby went to the War Dept. as chief of the Radio Branch. Mr. Kirby served as public relations council in the winter of 1945-46, resigning to start his own public relations business. Edward J. Heffron acted as executive assistant-public relations for a six-month period, resigning last January to enter law practice.

In assuming directorship of the new Program Dept. on April 15 Mr. Fair brings to NAB well over a score of years experience. He has been a leading figure in programming and has attained wide recognition for his achievements at WHO. He was called in as con-

(*Continued on page 71*)

* Announcement of Mr. Howard's acceptance was not made public until Friday after BROADCASTING's editorial page had gone to press.

Art King, Sol Paul Get Promotions In 'Broadcasting' Staff Realignment

STAFF REALIGNMENTS in both editorial and advertising departments of BROADCASTING were announced last Friday by Sol Taishoff, editor and publisher.

Art King, managing editor, succeeds to the post vacated by Robert K. Richards, who has resigned to join NAB as public relations director, effective April 15. Sol Paul, New York advertising manager, was elevated to advertising director, and will continue to headquarter in New York. He will continue to report to Maury Long, business manager at Washington headquarters.

Fred Fitzgerald, formerly assistant to the managing editor, was named news editor, a new post in Mr. King's department. Mr. Fitzgerald will have as his assistant Paul Fulcomer, previously a copy editor.

Mr. King joined BROADCASTING more than two years ago after 20 years in newspaper work, principally as managing editor of the Winston-Salem *Journal-Sentinel*. During the war, he served in the Office of Censorship at Washington headquarters.

Mr. Paul joined BROADCASTING in 1940 and served as manager of the Chicago bureau until his transfer to New York in 1943 as New York advertising manager.

Mr. Fitzgerald came to BROADCASTING in October 1935 as a junior staff member. He was on leave from 1942 through 1945 while serving in the armed forces.

Mr. Fulcomer was named to the news staff last November after 15 years with magazines and newspapers in the Midwest.

Sterling to Succeed Adair at FCC

Present Chief Engineer To Form Firm In Washington

GEORGE P. ADAIR has resigned as FCC Chief Engineer to open offices as a consulting radio and electronics engineer in Washington, D. C., effective April 30, and George E. Sterling, assistant chief engineer in charge of the Field and Research Branch and wartime chief of Radio Intelligence Division, was named to succeed him.

Mr. Sterling

Mr. Sterling, 52, has been engaged in radio activities since 1908 when he established his first amateur station at his home at Peaks Island, Portland, Me. He entered the Federal service as a radio inspector in the Bureau of Navigation, Dept. of Commerce, in 1923. In 1935 he was made inspector in charge of the Third Radio District, Federal Radio Commission, with headquarters at Baltimore, and in June 1937 he was transferred to Washington, D. C. and appointed assistant chief of the Engineering Dept.'s Field Division.

He was named chief of the National Defense Operations Section of the Field Division on July 1, 1940, and on June 1, 1942, was promoted to assistant chief engineer and chief of RID. He was placed in charge of the Field and Research Branch on Dec. 19, 1945.

He served as a delegate of the Provisional International Civil Aviation Organization at the Demonstrations of Radio Aids to Air Navigation by the United Kingdom at London from Sept. 7 to Oct. 5, 1946, and subsequently at demonstrations by the U. S. Goverernment at Indianapolis Oct. 9-18, 1946. He is a senior member of the Institute of Radio Engineers.

Mr. Sterling is author of *The Radio Manual*, a textbook comprehensively covering radio theory, the operation of radio communication equipment, and procedures. Sales of the book have exceeded 50,000 copies and a fourth edition is now in preparation.

Mr. Adair's offices will be at 1833 M St. N.W., Washington. His associates in the consulting firm will be announced later. Mrs. Lula Robbins, a clerk in the FCC Engineering Dept.'s FM Division, will be

(*Continued on page 72*)

Mortimer to Head Advertising Group

General Foods Executive Takes Place of James W. Young

CHARLES G. MORTIMER Jr., vice president in charge of advertising for the General Foods Corp., has been elected chairman of the Advertising Council, it was announced last week.

James W. Young, senior consultant of J. Walter Thompson Co., the outgoing chairman, will remain active in the Council as a member of the board and as chairman of a newly-organized committee to consider general plans and policies and to make recommendations. Mr. Mortimer's old post as head of the executive committee went to Albert E. Winger, president of the Crowell-Collier Publishing Co.

Named as directors-at-large were Charles Luckman, president of Lever Bros. Co.; Roy Larsen, president of *Time;* Edgar Kobak, president, MBS, and James W. Young, the retiring chairman. Continuing as directors-at-large are Chester LaRoche, chairman of the board, LaRoche & Ellis; Harold B. Thomas, vice president, Pedlar & Ryan Inc.; John Sterling, publisher of *This Week,* and T. S. Repplier, president of the Council. Two more vacancies remain to be filled.

Reelected as vice chairmen were Kerwin H. Fulton, president, Outdoor Advertising Inc.; Paul West, president, ANA, and William Reydel, partner, Newell-Emmett Co. The post of secretary-treasurer again went to Frederic R. Gamble, president, AAAA.

In reviewing the Council's first full peacetime year, Mr. Mortimer said: "(1) Advertising has demonstrated in peace as in war a conspicuous ability to help solve national problems. (2) It is just plain, ordinary good business to use some of the power of its advertising for this purpose. It has proved again and again that public service advertising is the best type of public relations."

The council is finding support from top management officials, according to Mr. Mortimer, "because the program has brought such credit and prestige to advertising, to individual firms and business in general."

De Soto-ABC Deal Near

SALE of the ABC period preceding the *Bing Crosby Show* (Wed., 10-10:30 p. m.) to De Soto Division of Chrysler Corp., for a transcribed program starring Judy Garland was reported to be near the closing point last week. ABC has long been seeking a big-name, high-budget program to precede the Crosby show and thus bolster its Wednesday night strength, now derived chiefly from Mr. Crosby and the Henry Morgan comedy program which immediately follows. Agency for De Soto is BBDO.

NEW CHAIRMAN of the Advertising Council is Charles G. Mortimer Jr., vice president in charge of advertising for General Foods Corp. Mr. Mortimer succeeds James W. Young, senior consultant of J. Walter Thompson Co.

N. Y. Yankees Sponsor

NEW YORK YANKEES baseball club on April 14 for 26 weeks start sponsorship of daily symphonic music program, *Symphonic Matinee,* on WQXR New York. Program will be heard Sun.-Sat., 4:05-5 p. m. The account was placed direct. Commenting on the new Yankee contract, John S. Hayes, WQXR station manager, said: "WQXR is pleased to welcome the New York Yankees as one of its sponsors. In presenting *Symphonic Matinee* every day, the Yankees will be offering a program which for many years has been popular with music lovers of New York. Colonel MacPhail has emphasized his desire that WQXR continue to broadcast the best classical music on these programs.

Radio 'Czar' Rumor False, Kobak Says

EDGAR KOBAK, president of Mutual Broadcasting System, took time out last Monday in Chicago to spike reports that the proposed advisory council on radio would recommend a "czar" over broadcasting. Mr. Kobak is chairman of the committee studying the possibility of such a council.

"We are approaching the subject from an objective viewpoint," Mr. Kobak said. "We're not on the defensive. Radio isn't bad. A few enlightened advertisers drifted together and just want to see what can be done to make it better," he declared.

Mr. Kobak pointed out that other public institutions besides radio are frequent subjects of criticism, "among them the schools and the railroads," but that no one proposes they should be abolished.

"What we are specifically anxious to do is to form a clearing house of ideas from agencies, advertisers and broadcasters, which will advance radio as a public service," he said.

The idea of a "czar" would be ridiculous because radio is a split-second business, he declared. "How could you turn to someone in enough time for a decision?" he asked.

MARGARET'S RATING

President's Daughter Is Given 21.1 for ABC Appearance

IF YOU'RE stranded in the Hooperating doldrums, hire a President's daughter to make her debut on your show.

Last week it was announced that Margaret Truman had earned a 21.1 rating in her appearance with the Detroit Symphony on ABC Sunday, March 16. The previous rating of the program, that for March 2, had been 2.7.

Miss Truman won a bigger rating with her singing than her father had in his latest performance on the air. His address to a joint session of Congress March 12 over four networks was rated at 19.9.

Ratings, by quarter hours, for the 8-9 p. m. symphonic program starring Miss Truman were: First quarter, 17.8, second, 19.9, third, 21.1, and fourth, 13.3. It was during the second and third quarter hours that Miss Truman exposed her voice for the first time to public investigation.

ABC estimated that Miss Truman's audience numbered 12,000,000. Her share of the audience was 36.1, sets in use were 49.9. The average rating for the full hour was 18.

All Stations Asked by AAAA to Adopt 2% Cash Discount

A SOLICITATION of all U. S. stations to adopt the 2% cash discount policy was undertaken last week by the American Assn. of Advertising Agencies.

A letter signed by AAAA President Frederic R. Gamble was sent to all stations which do not at present allow the discount and to station representatives. It followed other letters recently sent by two agencies, Young & Rubicam and BBDO, which, according to the AAAA, resulted in adoption of discount policy by some 20 stations.

The AAAA asked broadcasters to endorse now the principle of the 2% cash discount but explained that they might well wait until the issuance of their next rate cards before putting it into effect, thus obviating the loss of revenue.

"You can adopt the cash discount with no loss of revenue," wrote Mr. Gamble, "if you make allowance for it in setting your rates. Providing for the discount is essentially a 'wash operation' that costs nobody anything except the slow payer. It is distinct from an actual rate increase, which can be made only with due regard for competition and the effect on advertising volume."

Although no specific figures were available, the AAAA estimated that the number of stations now allowing the discount "may be as low as 10%."

With his letter Mr. Gamble included a copy of a resolution adopted by the AAAA board of directors June 25, 1946, committing the Association to a campaign to encourage the widespread adoption of the discount policy.

Drawn for BROADCASTING by Sid Hix

Bill Bailey: "No, dammit; it's FMA!"

Course of Labor Legislation Eyed

What Ultimate Action Will Be Still Topic for Speculation

LABOR ABUSES affecting the radio industry will be met with legislative proposals but whether the final law will carry the strength of suggestions made by industry, including the NAB, is a matter for considerable speculation on Capitol Hill.

Points of concern stressed in letters from NAB President Justin Miller to chairmen of the House and Senate labor committees will be "fully covered" in the House committee bill, according to Chairman Fred A. Hartley, Jr. (R-N. J.).

The House bill, expected to be reported out of committee by the end of the month, proposes, Mr. Hartley told BROADCASTING:

1. to assure management and labor equal protection under the law;
2. to protect industry from the secondary boycott;
3. to make labor contracts enforceable;
4. to outlaw the jurisdictional strike;
5. to set up safeguards against featherbedding and union-enforced royalty payments upon production;
6. to extend protection to all industries including those which provide "services," as opposed to those which produce "goods and materials."

Point Not Covered

Apparently the only major point still not substantially resolved by the House committee is a definition of the closed shop and the extent to which it should be restricted.

Industry charges that unions have engaged in monopolistic practices, such as the secondary boycott, probably will be met by providing for the application of anti-trust laws to union organizations, hitherto exempt from the Sherman and Clayton acts.

Chairman Hartley told BROADCASTING that "if unions had kept their own house clean there would have been no necessity for the type of legislation we are now preparing." He declared that unions have gone to the same extremes that resulted in "the crackdown on management" which brought about the enactment of both the Wagner Act and the anti-trust laws.

He indicated that there would be specific provisions directed against union collection of royalties for special union funds. He said union members "have no business" imposing royalties on production, and if such funds are desired by union members or organizations for any purposes, it should be up to unions to assess their membership out of earned wages.

"Unions," declared Mr. Hartley, "cannot, in all justice, be permitted to prescribe the conditions under which management must operate if it is to be successful and maintain the very position necessary for both the welfare of workers and the continued expansion of enterprise."

Chairman Robert A. Taft (R-Ohio) of the Senate Labor Committee could not be reached for comment, but although he has refrained from committing his group before the committee bill is written, it is apparent that the upper chamber has not reached the degree of agreement achieved in the House. The Senate committee is expected to line up behind more "moderate" labor legislation.

Compromise Seen

GOP members of both House and Senate Labor Committees, however, have been in continuous consultation and it is conceded that the House bill will provide the basis for a compromise which will result in a conference measure striking a mean between proposals from both groups.

Labor debate on the floor of the Senate probably will cut across party lines with one bi-partisan group backing a series of so-called "tough" bills introduced by Sen. Joseph Ball (R-Minn.), while another bi-partisan section led by Chairman Taft will support compromise committee legislation.

The Senate Committee bill is not expected for at least three weeks. The committee staff is currently working on a comparative analysis of all Senate labor bills to provide the Senate with a broad cross-section from which it is hoped a compromise measure can be abstracted.

In his statement accompanying the letters Judge Miller said the economic welfare of the American

(Continued on page 76)

Senate Confirms Appointment Of Webster to FCC's Vacancy

EDWARD MOUNT WEBSTER was confirmed as the seventh member of the FCC March 18 by the Senate without a ripple of controversy or a single dissent either in the Senate Interstate and Foreign Commerce Committee, which approved him unanimously on March 17, or on the Senate floor. He will serve for the unexpired term of former Chairman Paul A. Porter, which ends June 30, 1949.

Because of the demands upon his time by the National Assn. of American Shipping, of which he has been telecommunications head, Commodore Webster will be unable to assume his FCC post until about mid-April, he said last week. Once sworn in, it is expected he will immediately pitch in on preparations for the International Telecommunications Conference to get under way in Atlantic City May 15, and to run possibly through September. Former communications chief of the U. S. Coast Guard and prior to the war the FCC's assistant chief engineer in charge of safety services, Mr. Webster is regarded as one of the world's foremost experts on international communications regulations.

Commodore Webster probably will not participate actively in FCC broadcast affairs for some weeks, since his major attention will be devoted to the international conference. However, for the first time

(Continued on page 75)

Radio - Labor Relations Analyzed

Headaches Will Be Eased In Next Few Months, Expert Believes

By JOSEPH L. MILLER

SOME of broadcasting's biggest labor headaches probably will be cured by Congress within the next few months. If the Supreme Court gives its blessing to the Lea Act, to boot, a new era of friendly and mutually satisfactory relations between the broadcasters and those who work for them should result.

As usual, the industrial shoe doesn't fit radio's foot. Hence some of the labor legislation that is getting most attention doesn't mean much to radio. The closed or union shop, for instance, never has been much of a problem. A few broadcasters with genuine, deep-felt objection to requiring an employe to join a union to get or keep a job have fought it out with unions on the closed or union shop issue. Most have accepted it as the best means of stabilizing conditions in the studio or transmitter. Nor has industry-wide bargaining, save once, been a controversy.

When Congress fails to outlaw either the closed shop or industry-wide bargaining, then, broadcasting hasn't lost much. It will gain much when Congress:

1. Bans certain types of secondary boycotts and sympathy strikes.
2. Bans jurisdictional strikes.
3. Requires unions to bargain.

The entire industry would cheer if Congress outlawed all types of secondary boycotts and sympathy strikes because the network system of broadcasting makes broadcasting especially vulnerable to this type of union action. It appears unlikely at this time, however, that the law makers will go that far. What they probably will do is to outlaw sympathy strikes and secondary boycotts where jurisdictional disputes are entailed.

For instance, Union A can now go to Network B and point out that the employes of Affiliate C are non-union or belong to some other union than Union A. Union A can then refuse to work for Network B until the employes of Affiliate C are brought into Union A. Coercion of one kind or another usually results from even the threat of such a refusal to work. In fact, Affiliate C can be coerced into violating the Wagner Act itself.

Congress is going to stop that sort of monkey business. It probably won't outlaw secondary boycotts or sympathy strikes in support of economic (wage and hour) disputes.

Jurisdictional Strikes

There are two principal types of jurisdictional strikes, one the kind just described and the other a fight between two or more unions as to which shall perform a given job. Congress intends to set up machinery, probably in the National Labor Relations Board, for the compulsory, peaceful settlement of both. Broadcasting should give its loudest cheer for this one because an industry which is rapidly advancing technologically is most susceptible to jurisdictional feuds. Every change in the art, mechanical or program-wise, gives ground for a new scrap. The employer, helpless, sits by and suffers.

He sometimes even suffers to the extent of paying one union to do

(Continued on page 75)

ANALYSIS of what may be expected in broadcasting industry's relationships with labor in the coming months is presented herewith by Joseph L. Miller, who is well qualified to speak on the subject. Mr. Miller, labor relations director of NAB from 1938 to 1943, now is a labor relations consultant with offices in Washington, D. C. He specializes in radio, communications and associated industrial fields. During the war Mr. Miller served in the Navy, and he opened his Washington offices following his release from service as a commander. He was assigned to the White House as special assistant for labor relations to John R. Steelman, assistant to President Truman, during his last year in the Navy.

Mr. Miller

Critics of Radio Commercials Answered

10 Accusations Often Heard Are Analyzed And Refuted

By CHARLES HULL WOLFE

Radio Commercial Dept. BBDO

THE FEDERAL Communications Commission and private critics attack radio commercials with what appears to be impressive evidence, while broadcasters maintain a strange silence that may be interpreted as an admission of guilt. Review of hundreds of criticisms which have appeared during the last 25 years in publications representing a wide range of viewpoints, as well as a study of the accusations of commercials in the famed FCC Blue Book of 1946, show that all major attacks fall into one of ten categories.

Unavoidable Irritants

No single person has made all ten of these objections, and no one has attempted to answer them all. This defense is neither a whitewashing maneuver nor a rose-colored assumption that commercials are perfect. It is simply a statement of certain overlooked facts uncovered in my own work with advertising agencies and radio stations, and through correspondence with the FTC, NAB and the four principal networks. Here are the ten basic charges accompanied by capsule-version refutations which broadcasters can and should use in improving their public and government relations.

1—*Broadcasters are morally and intellectually negligent in allowing commercials to intrude so jarringly on the listener.* Those who make this objection, while conceding that advertising as a technique is a recognized instrument of society, commonly overlook this basic fact: certain fundamental psychological irritants are inevitably present in radio which are absent in other advertising media, and broadcasters are not responsible for them. The first of these four unavoidable irritants is:

(a) Radio's inability to give the listener the choice of what ad to hear and when to hear it. Publications not only permit but are unable to prevent their readers from deciding what ads, if any, they are to read, and when they are to read them. By the very nature of electrical transmission to a mass audience, the commercial must be more intrusive than the printed advertisement; and it is this interference, more than the commercial itself, which stirs up resentment. Psychologists recognize that interference with progressive activity is the fundamental cause of anger.

(b) Radio listening is essentially a group activity. What if every member of the family had to follow with Sis when she daydreamed through her love story magazine? And if Dad had to read the fashion reviews with Mom, and Mom had to read the sports columns with Dad? The exact equivalent of these situations is created by the common habit of group listening; and not only are listeners exposed to programs which do not interest them, but to advertising which does not interest them, because (as in publications) the type of advertising is geared to the type of audience.

(c) The better the program becomes, the more the commercial will be resented. This unfortunate paradox stems from the obvious fact that the more the listener enjoys the entertainment and the closer it holds his interest, the more he will be irritated by any interference, no matter how subtle or informative.

(d) The psychological reaction to the human voice. No one can listen to a voice with quite the same detachment with which he reads the printed word. This emotional response produces extreme reactions in radio listeners, causes some to fall in love with announcers, sight unseen, and helps make others commercial-haters. Why put all the blame on broadcasters or advertisers? Critics should consider how largely these four inevitable irritants are responsible, and then either adjust themselves to them, or tune out commercials altogether.

CHARLES HULL WOLFE, of BBDO's radio commercial department, who writes and helps to supervise commercials for some of the country's largest radio advertisers, has heard repeatedly and grown tired of the criticisms leveled against radio commercials. Major attacks against commercials, says Mr. Wolfe, fall into ten categories. In the accompanying article, which he has titled "The Commercial Talks Back," Mr. Wolfe gives his answers to the ten most-frequently-made accusations. The article is a condensation of two chapters (60 pages) of a book Mr. Wolfe is writing. Before his connection with BBDO Mr. Wolfe was commercial script director of WLIB New York, and previous to that he was continuity editor of WSTC, ABC affiliate in Stamford, Conn.

Mr. Wolfe

2—*Commercials take away too much time from the entertainment part of programs, and are getting longer every year.* The fallacy lies in comparing the length of commercials in the 1920's with the length of commercials today. In the 20's, radio was still an experiment and as late as 1931 the broadcasting industry suffered a net loss of a million dollars. Why compare the indirect selling announcements of this period with the direct selling of the new era, which not only supplies better, more costly programs, but maintains radio on a sound, self-sufficient basis? The comparison is false because it is made between two incomparable periods. Actually commercials today occupy only 6 to 10 or 12% of total radio time, while publication advertisements usually occupy 50% or more of the total magazine or newspaper space.

3—*The vast majority of the listening public is fed up with radio commercials.* If there ever was any doubt about the answer to this accusation, it is thoroughly dispelled by the recent nation-wide survey conducted by the non-partisan National Opinion Research Center. This study shows that 62%

(Continued on page 36)

FM Interference Solution Offered

3 N. Y. Stations Willing To Change Their Frequencies

THE THREE New York FM stations, said to be creating interference to aviation instrument landing systems in that area, have offered to shift to other frequencies. In a letter to FCC Chairman Charles R. Denny, J. N. (Bill) Bailey, executive director of FM Assn., stated that the trade organization had been in touch with WBAM, WGYN and WNYC-FM, the stations involved. All three, he declared, had evidenced a desire to cooperate fully with this solution.

The Commission has called a meeting this morning in Washington to be attended by representatives of the Civil Aeronautics Administration, Air Transport Assn., FMA, the three stations involved, and other interested parties. Representing FMA will be Everett L. Dillard, vice president; Leonard Marks, general counsel; C. M. Jansky Jr., board member, and Mr. Bailey.

Previously, the Radio Technical Commission for Aeronautics had issued its report on the interference which was of an image nature from FM stations operating between 94.5 mc and 96.5 mc. According to the RTCA, the conflict on the RC-103 receiver, used by aviation, is provided by the following corresponding FM channel frequencies: (Localizer frequency is that used by the aviation equipment)

FM Channel	FM Frequency	Localizer Frequency
233	94.5 mc	108.3 mc
235	94.9 mc	108.7 mc
237	95.3 mc	109.1 mc
239	95.7 mc	109.5 mc
241	96.1 mc	109.9 mc
243	96.5 mc	110.3 mc

Recommendations of RTCA are:

(1) Beginning at the earliest practical date and ending on March 1, 1948, FM broadcast stations in the New York area shall not operate on channels 237 (95.3 mc), 241 (96.1 mc), 243 (96.5 mc) in the FM band.

Coordinate Assignments

(2) Frequency selection by the CAA in the VHF navigational band and assignments by the FCC of FM channels 233 (94.5 mc), 235 (94.9 mc), 237 (95.3 mc) 239 (95.7 mc), 241 (96.1 mc), 243 (96.3 mc) shall be coordinated to obtain frequency selection or geographic spacing which will permit operation of the RC-103 receiver on a non-objectionable basis. This coordination of the VHF navigational facility and the FM station frequency assignments shall be effected through the IRAC Secretariat. This coordinated assignment of frequency in the VHF navigation and FM bands shall not extend beyond March 1, 1948.

(3) This protection, thus afforded the RC-103 receiver, shall not be extended beyond March 1, 1948.

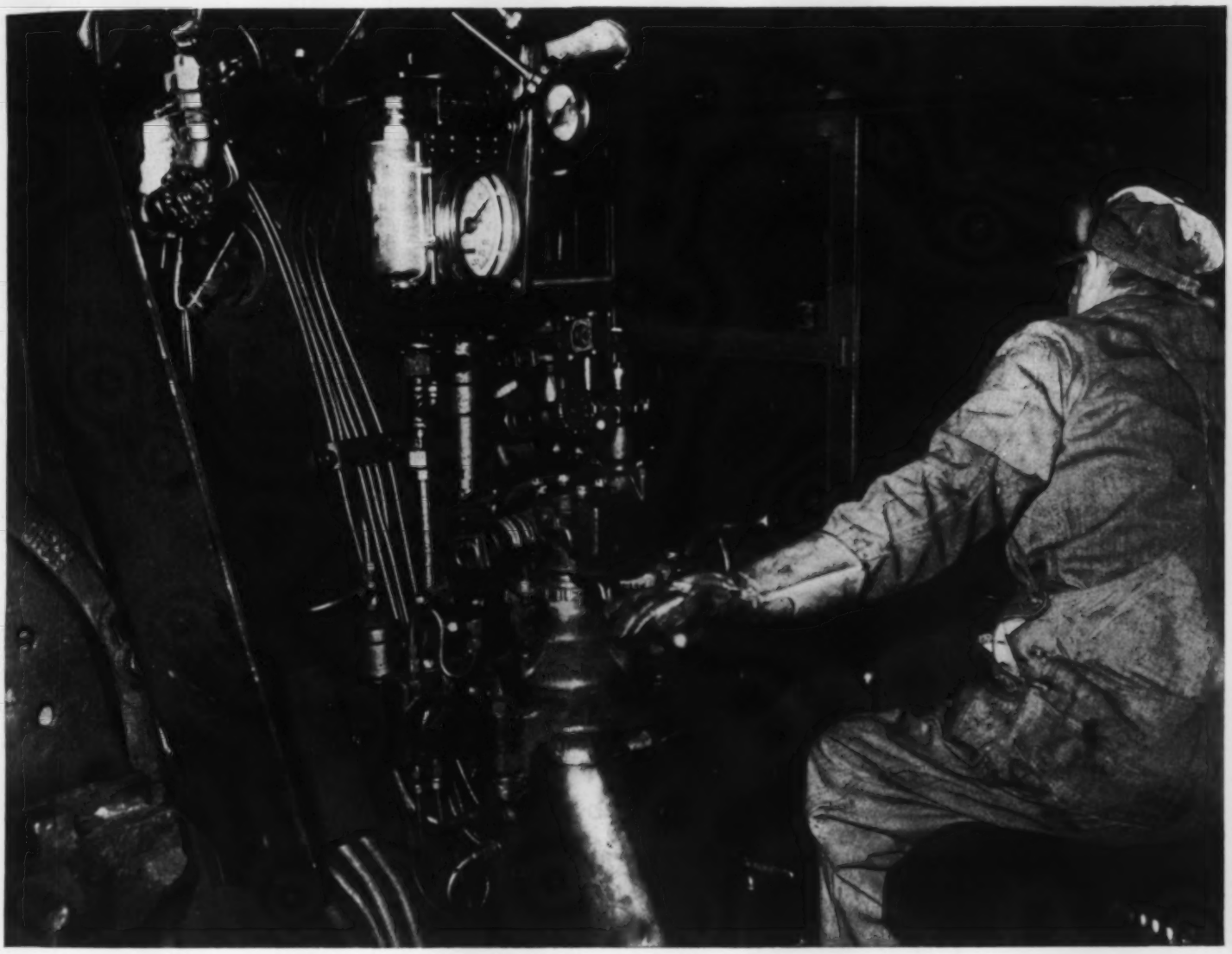
(4) Engineering should be initiated to develop a satisfactory band elimination filter for the purpose of reducing the FM signal picked up in the aircraft antenna system.

With respect to Item 2 above, the Committee reviewed the design specifications of three different equipment manufacturers to determine what interference might result due to image response. It was determined that in two of the new receiver designs interference might result due to image from television channels 2 and 3, and in the third design from FM channels No. 249-up.

With respect to Item 3, the RTCA cited lack of facts and time to formulate a definite recommendation and, accordingly, suggested the reference to another committee set up to study this specific problem.

The voluntary solution to the interference problem offered by the three stations, according to FMA's letter, is with the understanding that should a shift in frequencies be necessary the Air Transport Assn. has agreed to assume all expense involved by the FM broadcasters in altering equipment.

FMA also requested that if such a shift did take place, the FCC and the CAA issue a joint public statement setting forth the facts and emphasizing that the frequency shift is of a temporary nature to permit the airlines to install proper equipment.



"Clear!" "Clear?" "Clear!"

Railroads have a safety device in the engine cab to detect anything that might be on the track ahead. But from time to time, engineer and firemen check each other with "Clear!" "Clear?" "Clear!"

Good engineers don't take chances. Neither do the smart big league time buyers in radio. They keep on checking too—every step of the way.

And in Baltimore they continue to find that W-I-T-H, the successful independent, still delivers more listeners-per-dollar-spent than any other station in town.

And when W-I-T-H goes to work for a brand, there's always a clear track to speed up sales. Clear? Clear!

W·I·T·H

AM and FM

Baltimore 3, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

CBS Consolidated Net Profits Rise 8.4% Says Annual Report

A SUMMARY of CBS activities in 1946 was contained in an annual report issued last week by the company to its stockholders.

Lashing out at radio's critics, some of whom "apparently would like to see popular entertainment programs replaced by political talks, public discussion forums, symposiums and social controversy shows," the report asserted that radio as a democratic medium must first serve the preferences of the majority and keep within reasonable proportions those programs designed for groups with special interests and tastes. Nevertheless, CBS has tried to serve minority tastes and arouse in listeners a keener awareness of program quality, the report said. For example, an estimated 5,000,000 people listened to the New York Philharmonic in one month of 1930, while 28,000,000 listened during a corresponding month in 1946.

Consolidated net profits in 1946 exceeded those of 1945 by 8.4%, while consolidated operating income before taxes was 14.3% less than in the previous year. The proportion of total net profits contributed by broadcasting operations declined from 95.4% to 67.6%, but Columbia Recording Corp.'s rose from 4.6% to 32.4% in 1946.

Revenue from sale of time dropped 8% last year, partially because of the critical shortages of materials encountered by many advertisers, causing them to curtail their campaigns, the report said. Rises in overhead and operating expenses also had their effect on profits.

CBS aired 27,253 separate broadcasts totalling 8,653 hours of programs during 1946. Of this total, drama comprised 7,183 broadcasts, news and sports 6,977, music 6,761, talks and discussions 4,488, variety and comedy 1,637, and religion 207. Of these, there were 28,561 U. S. originations, 1,013 from Europe, 197 from Asia and the Pacific, and 119 from other points.

The International Shortwave Department in its first full post-war year, collaborated with the State Department and broadcast a total of 48,999 hours from 9 shortwave transmitters. Programs of news, music, and special events were aired in 10 major languages.

Commenting on the sharply rising trend of interest in recorded music which reached unprecedented levels in 1946, the report said that Columbia Recording manufactured and sold more than 65,000,000 records, more than doubling the previous year's production. With 6,000,000 American homes equipped to play records and many more planning to purchase equipment, the trend is expected to grow in the future.

Columbia's commercial black and white television station, WCBS-TV, New York, issued its first schedule of rates in 1946 and by the end of the year 22% of the broadcast hours were sponsored by such major advertisers as Ford, Gulf Oil, Bristol-Meyers, Bulova, Benrus, Elgin, Gruen and Borden.

Title Bout Sponsor

IF projected championship bout between Joe Louis and an as yet unnamed opponent is staged in June in New York as announced last week, Gillette Razor Co. will again sponsor the nationwide broadcast over ABC, as present contracts of sponsor and network with Mike Jacobs run through August. Gillette is also the probable video sponsor of the title fight, as Gillette's contract with NBC television and NBC's with Jacobs are expected to be renewed following their expiration the end of May.

New Y. M. C. A. Series

NEARLY 500 stations will broadcast *The Treasury of Wisdom*, a series of five-minute recordings produced by the NBC Radio Recording Division in an effort to raise funds for rebuilding and expanding Y. M. C. A. facilities in war-torn countries. The series, produced for the World Youth Fund of the Y. M. C. A., is a sequel to the present series of six 15-minute programs titled *Broadened Horizons*.

25th Anniversary

WIP Philadelphia was to celebrate its silver anniversary of radio service on March 23. Special program was to be broadcast on MBS, of which WIP is an affiliate. Format of the show was a musical chronological review of radio advancements from 1922 to 1947.

To Start Campaign

ONE of the largest chain break campaigns, amounting to approximately $1,000,000, will start April 7 when American Tobacco Co., New York (Lucky Strike cigarettes), through Foote, Cone & Belding, New York, begins a six week campaign on about 900 stations throughout the country. The advertiser plans to utilize stations in 65 major cities and stations on the Keystone Broadcasting System to cover the beyond-metropolitan area. Chain break will be used 10 times daily and 5 times nightly on each station, and will feature the Sportsman Quartet with the LSMFT theme. The Quartet was originally heard on the Jack Benny show on NBC, also sponsored by American Tobacco Co.

LUTHER CHEEK

Luther Cheek Never Heard Of A "Time Buyer"

But he knows how to buy radio time to get the best results in North Carolina

Luther Cheek is supervisor of the Durham Tobacco Market which will sell $23,000,000 of tobacco this season. To hold his job he must know how to persuade the farmers to bring their crop to Durham. He makes every effort to select that advertising medium which is most effective in North Carolina.

And here is his choice:

"The Durham Tobacco Market has been a regular advertiser on WPTF for the past nine years."

CLIENTS IN 47 DIFFERENT TOWNS AND CITIES in WPTF's listening area advertise over WPTF regularly. The action of these local and regional on-the-spot advertisers is an intimate proof that WPTF is the number one salesman in North Carolina, the South's number one state!

WPTF 680 KC 50,000 WATTS NBC AFFILIATE

Raleigh, North Carolina

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

During the last five years, millions of kibitzers have followed Old Guide, Paul Bryant, and his sidekick, Louie Buck through swamps — into leaky boats — and under barbed wire fences. All through a WSM show that belongs alike to veteran and neophyte sportsmen — *Get Out of Doors.*

Each week Paul and Louie hit the trail with guns and tackle. And when they return to the studio they have authentic experiences and tall tales to relate on *Get Out of Doors.* With just the proper touch of comedy and drama this is an outdoor program that year after year continues to be a favorite with the folks in WSM's five million population listening area.

WSM specializes in tailoring programs to individual requirements. We have the talent (300 entertainers) the experience (21 years) and the production know how to build *Live Talent* shows designed especially to sell *Your Product.*

HARRY STONE, Gen. Mgr.
WINSTON S. DUSTIN, Comm. Mgr.
EDWARD PETRY & CO., *National Representatives*

WSM
NASHVILLE

IT'S "OILY" TO BED IN PETROLEUM (Ky.)!

We're not trying to grease the skids for Petroleum (Ky.) The people there are probably healthy, wealthy and wise. Well, *healthy*, anyway! But the point is—when you buy radio in Kentucky, you either pay for listeners in towns like Petroleum, or you don't. On WAVE, you don't. You pay *only* for the Louisville Trading Area, and you get more buying power than in all the Petroleums *combined*. Shall we "drum" up some business for you, in and around *Louisville*?

LOUISVILLE'S
WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

WWL Delaying 25th Year Celebration Until Its New Studios Are Completed

MARCH 31 will mark the 25th anniversary of WWL New Orleans, 50-kw clear-channel Loyola U. outlet, but the station is postponing any formal celebration until completion of its new studios and offices in New Orleans' Roosevelt Hotel. The construction work is expected to be completed within two months, according to W. H. Summerville Sr., WWL general manager.

Old timers recall that WWL started as a university physics workroom and that the stage of Loyola auditorium once served as studios, with broadcasters working between the lowered front curtain and monk's-cloth backdrop. Studios later were removed to the basement of Bobet Hall on Loyola's campus, and still later—in 1932—to a second floor hallway in the Roosevelt Hotel. Present studios occupy a large part of the second floor of this hotel.

The four new studios now being built will employ a combination of curvilinear surfaces and acoustically-treated panels, General Manager Summerville reports. Two will be served by master controls, one for AM and one for WWL's FM affiliate, WWLH, which took the air last fall. The other two will serve as auxiliaries, for either AM or FM.

Controls will use the latest RCA plug-in type amplifiers with plug-in type relays. Consoles were designed by the WWL engineering staff headed by J. D. Bloom Jr., chief engineer. All studios will be of floated construction.

Among the early performers on WWL were the Boswell Sisters—Connie, Martha and Vet—then high school girls who played the banjo, saxophone and piano.

On the air as early as October, 1924, was one weekly program of WWL which has continued uninterrupted through the years—the Sunday morning broadcast of solemn mass from Holy Name church on the Loyola campus.

WWL New Orleans, 50 kw Loyola U. outlet, which will be 25 years old March 31, had its beginnings in a university physics workroom, and the late Rev. Edward A. Cummings, S. J., an early president of the university, is shown here as he made first broadcast over WWL.

Earliest WWL transmitter, a 10-w piece of equipment, was built largely from parts taken from a trunk set removed from a ship after World War I. The Rev. Edward Cassidy, S. J., purchased the set with $400 given the Jesuit Fathers at Loyola by a retired sea captain who admired the university's work in wireless.

Present 50-kw transmitter is located near Kemer, La., on Lake Pontchartrain. Faculty director of WWL is the Very Rev. Thomas J. Shields, S. J., president of Loyola.

Bolen, Compton's L. A. Manager, Quits on May 1

MURRAY BOLEN, vice president and general manager of Compton Adv. Inc. Hollywood office for past three years, has submitted his resignation effective on or before May 1.

Lewis H. Titterton, New York radio director of agency, arrived in Hollywood last Saturday for conferences with Mr. Bolen as to his successor. With him is Jim Andrews, one time radio director of Lennen & Mitchell Inc., who has taken over as agency radio supervisor on NBC *Victor Borge-Benny Goodman Show*.

Mr. Bolen's resignation is understood to have been due to prolonged conflict with home office radio department over handling of latter program, which, it is understood, will be cancelled at notification time May 15. Mr. Bolen stated that he was not in line for any other agency post but will take over an outside producer assignment following a much-needed rest.

Starting Date April 6 For WMLO, 1 kw, 1290 kc

WMLO Milwaukee, scheduled to start on the air April 6, has organized 25 civic groups in the area for a big inaugural celebration. The station will operate on 1290 kc, 1,000 w, as the Cream City Broadcasting Co. President is Gene Posner, a local attorney, and his brother, Arthur H. Posner, is executive vice president. Robert Hammerschlag is treasurer.

General manager is William Travis, formerly with Twentieth Century Fox Radio Exploitation Division. Lanny Pike is production manager, Robert Bradley program director, Alexander P. Strauss sales head. Mr. Bradley was formerly with WISN Milwaukee.

INFORMATION on housing shortage and an explanation of why radio industry support of public service messages on veterans housing is still considered vital are presented in a new fact sheet currently being mailed to participants in radio allocation plan of the Advertising Council. Advertisers will be asked to feature housing messages during two weeks in April.

THIS IS LETTER NO 3 - SERIES NO 3

ON KFNF

23 Years of Sincere Farm Programming

Assures the Acceptance of Your Message.

RAYMOND R. MORGAN COMPANY
ADVERTISING
6362 HOLLYWOOD BOULEVARD
HOLLYWOOD 28, CALIFORNIA

December 9, 1946

Mr. Frank Stubbs, Manager
Radio Station KFNF
Shenandoah, Iowa

Dear Frank:

We started using KFNF for one of our accounts in 1941.

This client manufactured home canning supplies, and the purpose of our radio broadcasting was to secure the names of home canners who would like to receive copies of an instruction book on home canning.

During the six years that we have been using KFNF, your station has always had the lowest cost per inquiry.

Our radio schedule has always contained a number of 50,000 watters, and time after time KFNF has actually outpulled the 50,000 watters in total response, in addition to being the Number One station when rating according to lowest cost per inquiry.

Sincerely,

Robert C. Temple

RCT:hk

CHICAGO OFFICE: GOODKIND, JOICE & MORGAN, PALMOLIVE BUILDING, CHICAGO 11, ILLINOIS

For availabilities, call FRANK STUBBS, Phone #1, SHENANDOAH, IOWA

Are BMB's Methods Effective?

74% of Subscribers Endorse Its Management in Latest Survey

CONCLUDING report of the Audience Surveys Inc. study of what BMB subscribers think about BMB: A detailed examination of radio station managers' evaluations of BMB's management, its research formula, its selling methods (to stations), its reporting methods, and its efforts to explain the uses of its data, is presented in this issue by BROADCASTING TRENDS.

In three previous issues, Feb. 10, Feb. 24 and March 10, BROADCASTING TRENDS reported industry opinion about several important aspects of BMB: its performance, its consistency with previous coverage methods, its uses, its costs, and its proper frequency. All findings are from an investigation conducted in early January among managers of a representative sample of U. S. commercial stations.*

In releasing this report BROADCASTING TRENDS is fully conscious of its responsibility to the radio industry and to the industry's cooperative measurement organization, the Broadcast Measurement Bureau. Proper discharge of this responsibility requires that these points be underscored:

(1) The opinions about BMB reported here were the opinions of broadcasters in January 1947 when they had received their station reports, but before BMB area reports had been delivered;

(2) Exposure to BMB in all phases is growing every day and opinions about it are changing as station and agency experience with BMB mounts.

Clearly (Table I) an overwhelming majority (74%) of BMB subscribers endorse BMB's management—50% rate it "good," and 24% as "fair." Only 5% of all BMB subscribers regard it as "poor."

Inspection of the replies to this question by geographical area (Table I) reveals that a majority of stations in all but one area, the Middle Atlantic-New England region, rate BMB's management good. In the Middle Atlantic-New England states broadcasters are more undecided (28% said "don't know") than throughout the rest of the country, but few in this area rate BMB management "poor."

Analysis by city size (Table I) indicates that station managers in cities of under 10,000 population hold the most favorable opinions about BMB's management, while broadcasters in cities of 10,000-25,000 are least favorably impressed.

From 70% to 80% of all network groups consider BMB's management "good" or "fair." NBC affiliates, least undecided in their opinions, are high in both their approval and disapproval (56% consider BMB's management "good," 15% "poor"). Mutual affiliates are the most favorably disposed of all network groups, 57% rating BMB management good and none rating it poor.

Little significant variation is revealed when responses to this question are studied by rate classes.

While more than three out of five station managers regard BMB's research formula as "good" or "fair," approximately one in five (18%) rate it "poor." Fifteen percent are undecided. It is apparent that subscribers are less willing to endorse BMB's research formula than its management.

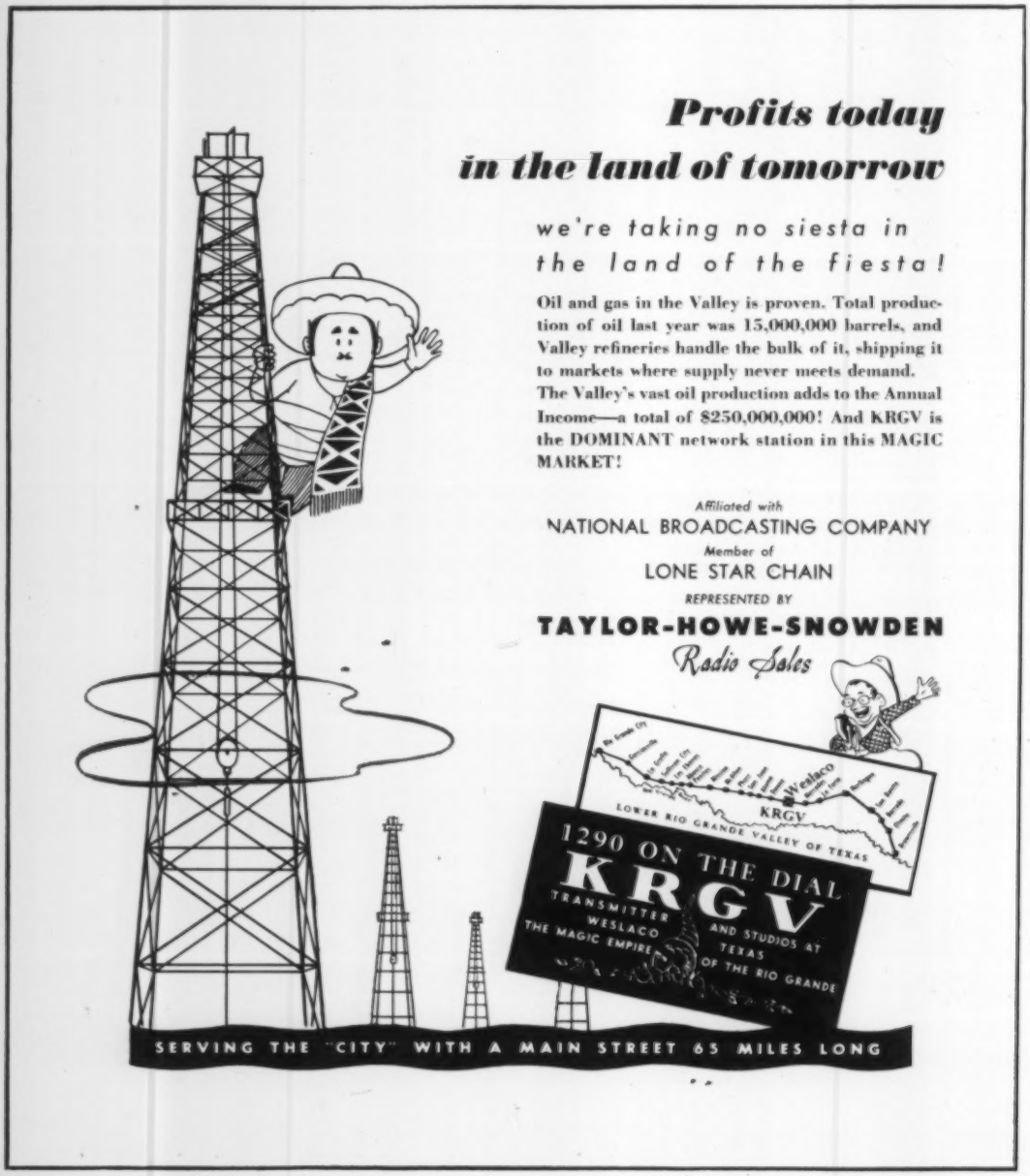
Stations in every geographical region (Table II) report that they consider BMB's research formula good or fair by clear majorities. Middle Atlantic-New England and South Atlantic stations emphasize "fair" over "good." East Central stations are strongest in their disapproval (26% said "poor").

Station managers in cities of 500,000 population and over are most inclined to regard BMB's formula favorably; 40% said "good." none voted "poor" (Table II). Stations in the smallest cities (under 10,000) are also strong in their endorsement of the formula—47% rated it "good" and only 13% "poor."

Clearer differences of opinion about BMB's research method emerge from an analysis of replies by network affiliation (Table II). NBC affiliates are outstanding in their approval of the formula,

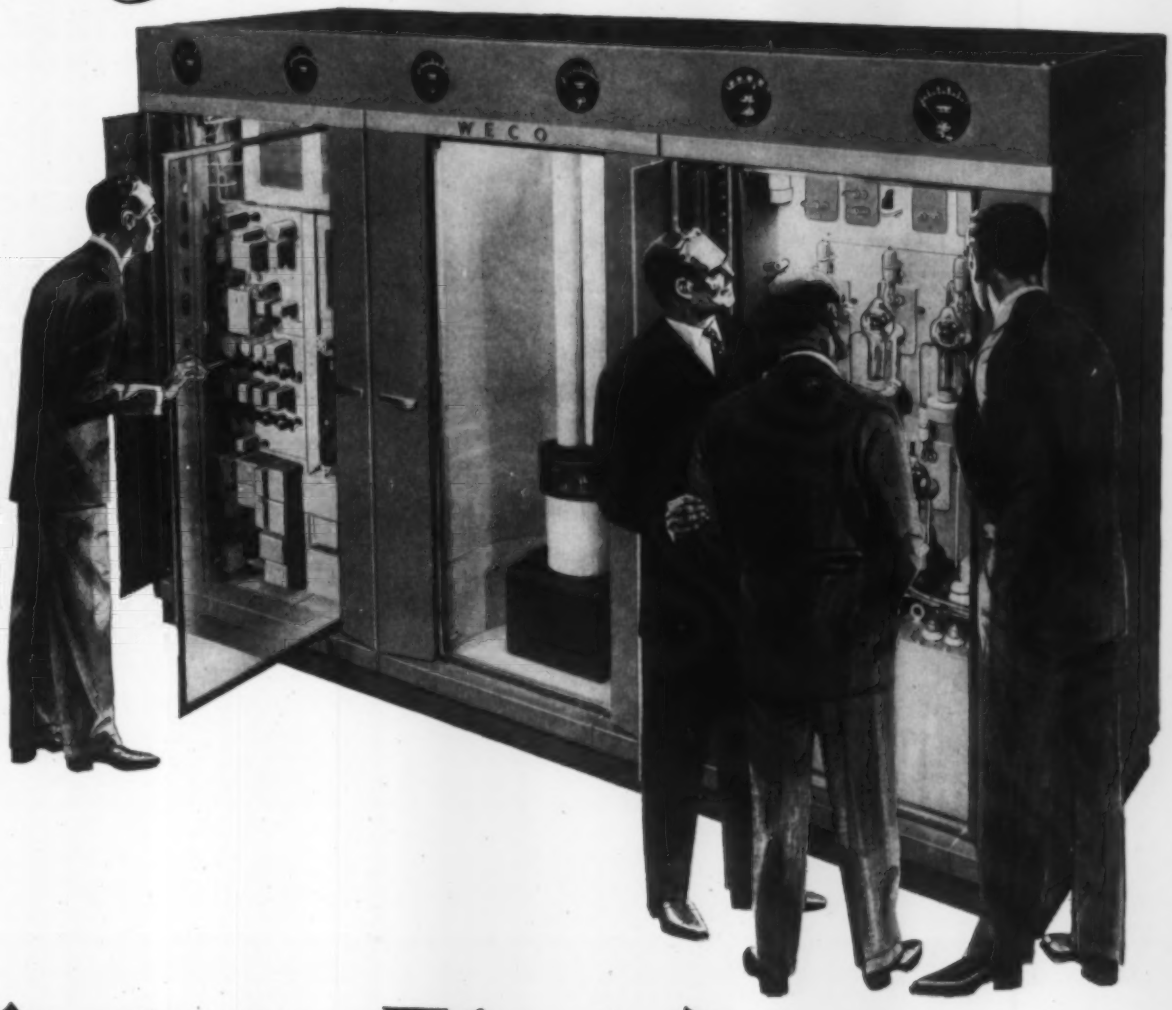
(*Continued on page 27*)

See Tables . . . . . Pages 27, 28, 65


Profits today
in the land of tomorrow
we're taking no siesta in
the land of the fiesta!
Oil and gas in the Valley is proven. Total production of oil last year was 15,000,000 barrels, and Valley refineries handle the bulk of it, shipping it to markets where supply never meets demand.
The Valley's vast oil production adds to the Annual Income—a total of $250,000,000! And KRGV is the DOMINANT network station in this MAGIC MARKET!
Affiliated with
NATIONAL BROADCASTING COMPANY
Member of
LONE STAR CHAIN
REPRESENTED BY
TAYLOR-HOWE-SNOWDEN
Radio Sales
Weslaco
KRGV
LOWER RIO GRANDE VALLEY OF TEXAS
1290 ON THE DIAL
KRGV
TRANSMITTER WESLACO
AND STUDIOS AT
TEXAS
THE MAGIC EMPIRE
OF THE RIO GRANDE
SERVING THE "CITY" WITH A MAIN STREET 65 MILES LONG

* The sample was controlled for proper balance by city size, network affiliation, geographical area, and base hour rate.

Hit of I.R.E. Convention



Western Electric

10 KW TRANSVIEW design FM Transmitter

Western Electric's new 10 kw FM transmitter is still the talk of broadcasters who saw it at the recent I.R.E. Convention.

Its sleek, business-like appearance, with full length glass doors and an unobstructed view of all tubes, caught their eye—but they were even more impressed by its technical characteristics and operating advantages.

Particularly, they liked its *low intermodulation* and *low harmonic distortion*, its *Synchronizer* for precise frequency control, and its *Arc-Back Indicator*, a new circuit for quick and accurate location of a faulty mercury vapor rectifier tube.

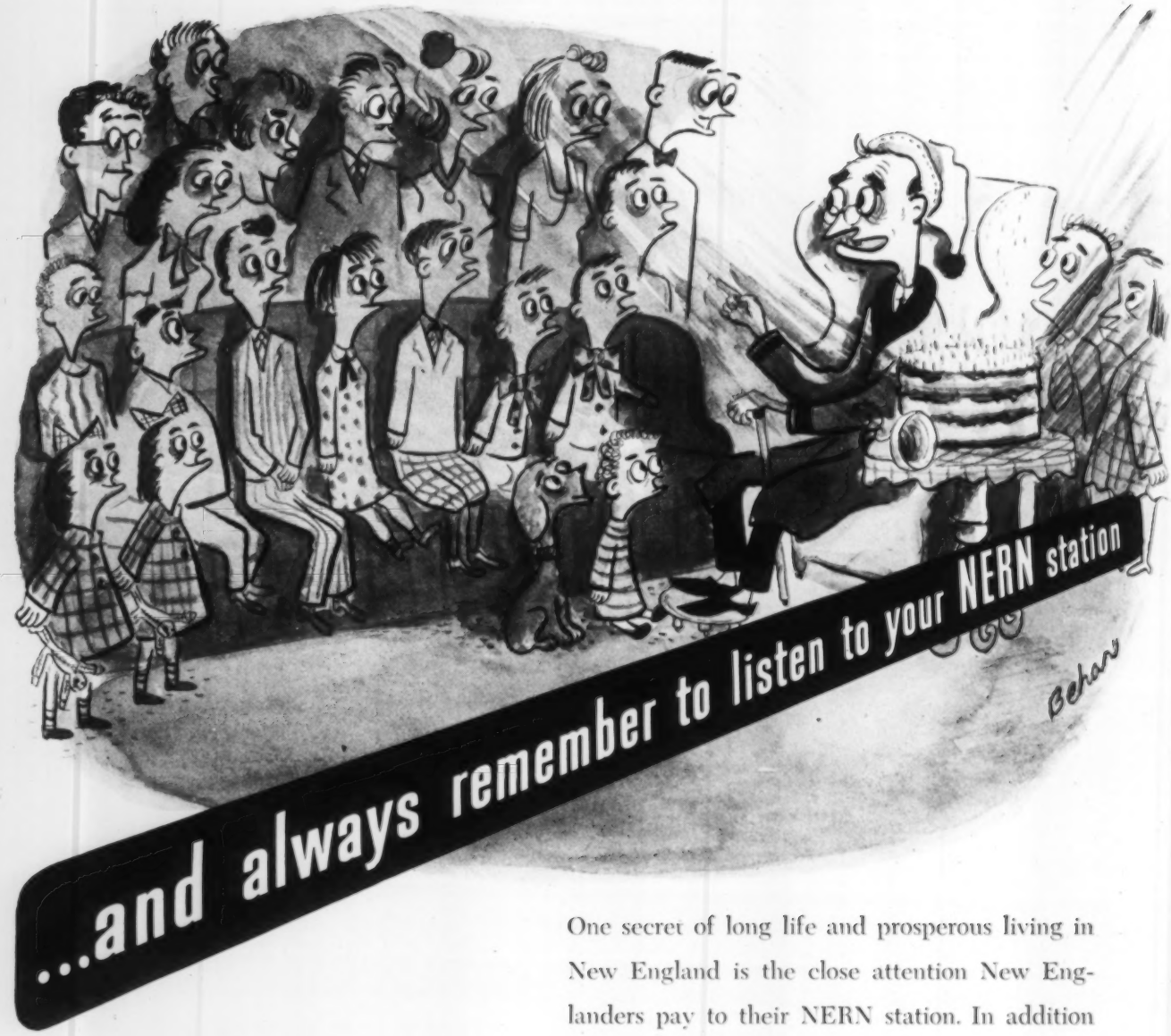
Western Electric's complete line of TRANSVIEW design FM transmitters will range from 250 watts to 50 kw. For full information, call your local Graybar Broadcast Representative or write to Graybar Electric Co., 420 Lexington Avenue, New York 17, N. Y.

Western Electric

Distributed by GraybaR

OFFICES IN 95 PRINCIPAL CITIES

— QUALITY COUNTS —



One secret of long life and prosperous living in New England is the close attention New Englanders pay to their NERN station. In addition to the fun of listening to top-notch network programs, they are well advised on what to buy and where to buy it. So, it's always NERN, even unto the next—and the next—generation.

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WRDO	1400	250	Augusta, Maine
WTIC	1080	50,000	Hartford, Conn.

These stations are NBC affiliates and carry the nation's popular top-ranking shows.

These stations represent over twice the power of any other combination in the area.

'WHEN YOU BUY NERN YOU BUY A NETWORK'

nern

New England Regional Network, Hartford, Conn.

NERN COVERAGE

New England—where 97.4% of the population listens regularly to NERN.
New England — where 8% of the nation's retailed goods are consumed annually.
New England — where 11% of the capital resources of U. S. banks are held.

NERN TIME

A day-time quarter-hour costs only $296. No line charges. Free studio facilities in Boston, Hartford or New York.

Nationally represented by WEED & COMPANY
New York • Boston • Chicago • Atlanta
Detroit • San Francisco • Hollywood

BMB Methods

(Continued from page 24)

followed by CBS and Mutual stations in that order. The non-affiliates, although registering greater approval than ABC affiliates, are most critical (29% consider the formula "poor").

The attitudes of the various network groups are illustrated by an examination of responses to this question according to base hour rate (Table II). Approval of the research formula increases directly with the stations' base hour rates: The higher a station's rate, the more likely is its manager to approve BMB's research; the lower a station's rate, the less probable is its manager's approval.

63% of BMB's subscribers approve its procedure in selling its services to stations—41% of these consider it "good," 22% "fair." Less than one subscriber in five (19%) regards BMB's selling methods as "poor."

East Central Most Favorable

Analysis by regions (Table III) indicates that East Central stations are most favorable, and stations in the South Atlantic least favorable.

Considered by city-size groups, stations in cities under 25,000 population are most inclined to approve BMB's sales methods while stations in the largest cities (500,000 population and over) are most critical (40% said "poor").

Among the network affiliates, Mutual stations are strongest in endorsing BMB's selling and least inclined to be critical. Twenty-six per cent of CBS and NBC stations regard BMB's sales methods as poor.

Higher-rate stations ($200 and over) are more restrained in their praise than others, but are less critical than stations in the $100-$200 base hour rate class. (Table III.)

Seventy per cent of all BMB subscribers approve BMB's method of reporting its findings to stations—45% find them "good," 25% "fair." Less than one in five (18%) regard this part of BMB's activities as "poor."

Particularly impressed with BMB's reporting procedures are stations in the East Central states, with stations in both the Middle Atlantic-New England and South Atlantic regions registering higher than average ratings of "good." Most critical ("poor" in Table IV) are stations in the Middle Atlantic-New England and West Central areas.

Stations in large cities (500,000 and over in Table IV) and in cities of 10,000-25,000 population are most inclined to consider BMB's reporting methods good. At the same time a large group of critics of BMB's reporting methods are to be found in cities of 500,000 and over (40% said "poor").

Mutual affiliates are most impressed with BMB reporting procedures (55% said "good," only 12% said "poor"). Non-affiliates are more critical than network stations, 36% said "poor."

Analysis by rate structure reveals most satisfaction with BMB's reporting methods among stations

(Continued on page 28)

TABLE I

"From what you have seen of BMB's operation so far, how do you evaluate BMB's management?"

	Good	Fair	Poor	Don't Know	Unanswered
Total BMB Subscribers	50%	24%	5%	14%	7%
REGION					
Pacific & Mountain	57	23	--	10	10
West Central	53	18	8	11	10
East Central	56	26	7	7	4
Middle Atlantic & New England	28	32	8	28	4
South Atlantic	52	24	3	18	3
CITY SIZE					
500,000 and over	50	20	--	30	--
100,000-500,000	52	24	8	8	8
25,000-100,000	50	26	6	13	5
10,000-25,000	43	24	3	19	11
Under 10,000	60	20	7	13	--
NETWORK AFFILIATION					
ABC	43	31	4	11	11
CBS	48	22	4	19	7
MBS	57	23	--	16	4
NBC	56	22	15	7	--
No Affiliation	43	14	7	29	7
CLASS "A" HOURLY RATE					
Less than $100	48	24	3	17	8
$100-199	54	24	7	11	4
$200 and over	47	25	9	13	6

TABLE II

"From what you have seen of BMB's operation so far, how do you evaluate BMB's research formula?"

	Good	Fair	Poor	Don't Know	Unanswered
Total BMB Subscribers	30%	31%	18%	15%	6%
GEOGRAPHIC REGION					
Pacific & Mountain	33	33	17	7	10
West Central	29	23	16	24	8
East Central	33	22	26	11	8
Middle Atlantic & New England	20	40	16	20	4
South Atlantic	33	40	15	12	--
CITY SIZE					
500,000 and over	40	40	--	20	--
100,000-500,000	35	30	16	14	5
25,000-100,000	31	24	20	19	6
10,000-25,000	13	46	22	8	11
Under 10,000	47	20	13	20	--
NETWORK AFFILIATION					
ABC	24	26	17	24	9
CBS	48	15	15	18	4
MBS	23	41	16	14	6
NBC	41	41	11	7	--
No Affiliation	28	29	29	7	7
CLASS "A" HOURLY RATE					
Less than $100	20	36	24	12	8
$100-199	37	24	13	22	4
$200 and over	44	31	9	13	3

Here's MORE GOOD NEWS...

WJHP adds Associated Press News Service!

A New Public Service now brings the Associated Press News Service to WJHP listeners! This service complements the United Press News and the reporting of such nationally-known commentators and news analysts as Fulton Lewis, Jr., Gabriel Heatter and Cedric Foster. Thorough coverage of local news by Wythe Williams and Speed Veal, and the cooperation of the Jacksonville Journal, will continue to be a feature of WJHP public service.

And New Power! WJHP's new 5000 Watts brings greater volume and new clarity of reception to an ever-increasing number of listeners in greater Northeast Florida.

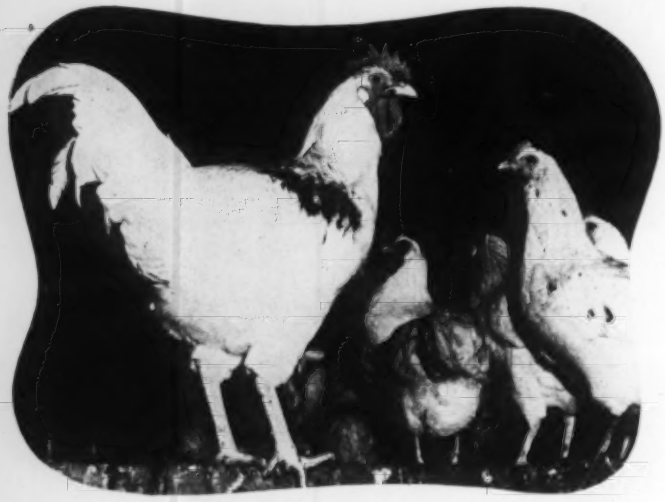
In Florida's Greatest YEAR-ROUND Market...

In Florida's Greatest YEAR ROUND Market

Buy WJHP MUTUAL

Jacksonville, Florida

National Representatives
JOHN H. PERRY ASSOCIATES
New York . Philadelphia . Detroit . Chicago . Atlanta



something women like to look to

Women, bless 'em, love radio, if the programs have those ingredients which appeal to their romantic and sentimental natures.

WMC's program structure is intelligently keyed to the ladies, with top NBC "soap operas" and musicals, local and regional shows with an intrinsic family appeal, and special features that seek and find Memphis and Mid-South women.

—the station with the billion dollar market area

WMC

★ MEMPHIS • NBC • 5000 WATTS

DAY AND NIGHT

OWNED AND OPERATED BY THE COMMERCIAL APPEAL

NATIONAL REPRESENTATIVES, THE BRANHAM CO

MEMPHIS' DOMINANT RADIO STATION

"WHEN IT'S MEMPHIS YOU WANT, IT'S WMC YOU NEED!"

BMB Methods

(Continued from page 27)

in the middle rate class ($100-200), and least among the highest rate class stations.

BMB subscribers are weakest in their applause for BMB's work in explaining the uses of its material. A bare majority (51%) consider this part of BMB's work "good" (19%) or "fair" (32%). Thirty-seven per cent expressed their criticism by labelling it "poor." This is twice as many as the number who criticize BMB for poor management, poor research, poor selling methods, or poor reporting.

Most favorably disposed to its educational efforts are stations in the South Atlantic states. West

(Continued on page 65)

TABLE III

"From what you have seen of BMB's operation so far, how do you evaluate BMB's selling methods to stations?"

	Good	Fair	Poor	Don't Know	Unanswered
Total BMB Subscribers	41%	22%	19%	8%	10%
REGION					
Pacific & Mountain	44	23	10	10	13
West Central	40	18	21	8	13
East Central	59	8	11	15	7
Middle Atlantic & New England	40	40	12	--	8
South Atlantic	27	21	37	9	6
CITY SIZE					
500,000 and over	30	30	40	--	--
100,000-500,000	35	24	22	8	11
25,000-100,000	43	17	22	9	9
10,000-25,000	49	22	8	5	16
Under 10,000	40	27	13	20	--
NETWORK AFFILIATION					
ABC	37	24	17	11	11
CBS	41	15	26	7	11
MBS	47	23	12	10	8
NBC	33	30	26	7	4
No Affiliation	43	14	14	14	15
CLASS "A" HOURLY RATE					
Under $100	43	21	12	12	12
$100-199	43	15	28	7	7
$200 and over	35	31	22	3	9

PLAN AMERICAN STYLE FOR RADIO IN GERMANY

AMERICAN PATTERN for German radio is being prepared by Military Government officials to make German broadcasting enterprises public-owned, self-supporting and independent of government control, according to a report by Edwin Hartrich in the *New York Herald Tribune*.

A proposed radio charter for the State of Hesse provides freedoms including permission to sell broadcast time to advertisers. The first station which will be affected by the charter is Radio Frankfurt, heretofore operated by Information Control Division and supported partly by a two-mark-per-month tax from registered listeners.

The listener tax is a holdover from Hitler days and was a device which helped keep radio completely a tool of government.

Mr. Hartrich wrote that while Radio Frankfurt is so far the only German station affected by the charter, it may set a pattern for Radio Munich and Radio Stuttgart.

'Dry Radio' Bill to Get First Hearing on May 12

DRY RADIO is the object of bill by Sen. Arthur Capper (R-Kans.) destined to receive its first hearing May 12 before the Senate Interstate and Foreign Commerce Committee. The 82-year-old Republican has introduced a similar bill during each of the last seven legislative sessions, but has never before succeeded in getting a committee hearing.

His measure (S. 265) would not only prohibit the broadcasting of any advertisement of alcoholic beverages but also make it unlawful for any liquor advertising to be carried in interstate commerce. The definition of "alcoholic beverages" is limited to apply only to such definitions as are carried in the statutes of the states or territories into which advertisements are broadcast or transported.

STEPHEN PRICE, CBS director, has taken two months leave of absence to finish book on radio technique to be published by Houghton Mifflin, New York.

Kentucky leads the nation in AGRICULTURAL GAINS

TOBACCO

is big dough in Kentucky!

KENTUCKY leads the NATION in production of GOLDEN BURLEY

The 1946 Kentucky golden burley crop totaled 403,025,000 pounds, more than *twice* as much as the total produced by *all other burley states combined!* (The 1946 national burley crop was 580,509,000 pounds.)

and that's not all . . .

In 1945, Kentucky farmers marketed 434,485,000 pounds of tobacco (all types). Tobacco sales on Kentucky auction floors in 1945 were $219,253,000.00. In 1946, Kentucky farmers sold 475,535,000 pounds of tobacco.

and remember . . .

Both Kentucky, the nation's 18th agricultural state, and Southern Indiana, with a farm income of $85 million, *look to Louisville!*

WRITE FOR FREE BOOKLET ON KENTUCKIANA'S AGRICULTURAL GROWTH
Address request to Radio Station WHAS, Louisville 2, Kentucky

LOOK TO LOUISVILLE

Radio Station WHAS

The ONLY radio station serving ALL of KENTUCKIANA

Represented nationally by Edward Petry & Co., Inc.

WEAW Extends Broadcast Time to 60 Hrs. a Week

WEAW, new FM station at Evanston, Ill., has extended its broadcast schedule to 60 hours a week, with sponsored time amounting to more than 65% of total time on the air, Edward A. Wheeler, president of North Shore Broadcasting Co. Inc., licensee, reports. Station now has 40 sponsors, 15 more than when it went on the air two months ago.

Mr. Wheeler states that sponsors are being signed to 52-week contracts, with current rates guaranteed for two years. Evanston accounts constitute a majority of WEAW sponsors, he says, but a number of the larger agencies also have placed acounts.

WEAW broadcasts with 250 w on Channel 282 (104.3 mc).

ESAU, BROWN NAMED GRIFFIN RADIO VPs

Mr. Esau

Mr. Brown

GRIFFIN RADIO Interests, owner of KTUL Tulsa and KOMA Oklahoma City, has named two new vice presidents. They are John Esau, general manager of KTUL for five years, and Kenyon Brown, KOMA general manager for five years. They were also elected to the board of directors.

Mr. Esau joined KTUL in 1935, one year after the station had gone on the air. Starting as promotion manager, he later became national sales manager and assistant manager, and in 1942 was named general manager.

Prior to becoming manager of KOMA, Mr. Brown was with KVOO Tulsa and stations in Kansas City and Des Moines. He is a member of the CBS advisory board.

Victor Hely-Hutchinson

DR. VICTOR HELY-HUTCHINSON, 45, BBC director of music, died on March 11 in London, the BBC New York office reported last week. Dr. Hely-Hutchinson joined the BBC London music staff in 1926 and in 1934 left the organization to succeed Sir Granville Bantock as professor of music at the U. of Birmingham. He returned to the BBC in September 1944.

Cramer Is WABD General Manager

Will Remain as Executive VP Of Du Mont Labs

LEONARD CRAMER, executive vice president of Allen B. Du Mont Labs., last week took on the additional title—and duties—of general manager of WABD, Du Mont's video station in New York, replacing Samuel H. Cuff.

Mr. Cramer

Change was part of a "streamlining" of the station's activities, described by Paul Eshleman, Mr. Cramer's assistant, following a meeting of the Du Mont board of directors. Board decided the company should not continue the program of video promotion which last year cost the organization some $850,000 until enough television receivers have been installed to make this new medium more attractive to advertisers and their agencies.

Essentially, Mr. Eshleman said, the change involves a temporary curtailment of the station's sales activities. Louis Spoza, who became WABD commercial manager several months ago after three years as operations head, left the station with Mr. Cuff, and no replacement is planned for the immediate future.

No curtailment is planned in WABD program activities, Mr. Eshleman stated. Station, which returned to the air early in March after a month's recess during which a new RCA turnstile antenna was installed, is now testing its new equipment with a series of movie programs and remote pick-ups of sporting events from Jamaica Arena, including both boxing and wrestling. Studio programming will be resumed about April 1, he said, and the middle of April WABD will commence broadcasting the home games of the New York Yankees, which will continue through the 1947 season.

Bob Emery is in charge of programming and studio operations; Sol Patremio continues as WABD chief engineer, and Robert Jamieson has been given the new post of operations coordinator, serving as liaison between the engineering and program departments.

Price's Home

ONE OF THE OLDEST houses on Long Island will be home for Byron Price, wartime director of censorship, now assistant secretary general of the United Nations. The house, on the edge of UN property, dates back beyond 1700. Sperry Gyroscope Co. bought the property in 1941 and furnished it with pieces symbolizing the over 200 years of the house's existence.

BMB Credits KFYR

with a regular daytime audience of

271,540 families

in the United States and Canada

KFYR AUDIENCE * BY DECILES

% BMB PENETRATION	NO. OF COUNTIES (U. S.) OR CENSUS DIVISION SUBDIVISIONS (CANADA)	DAYTIME AUDIENCE FAMILIES
90-100%	53	82,570
80-100%	73	108,640
70-100%	88	135,280
60-100%	99	152,980
50-100%	124	183,420
40-100%	143	229,000
30-100%	159	240,650
20-100%	176	257,630
10-100%	211	271,540

KFYR Station Audience Reprint containing complete BMB audience information by counties and measured cities available free on request.

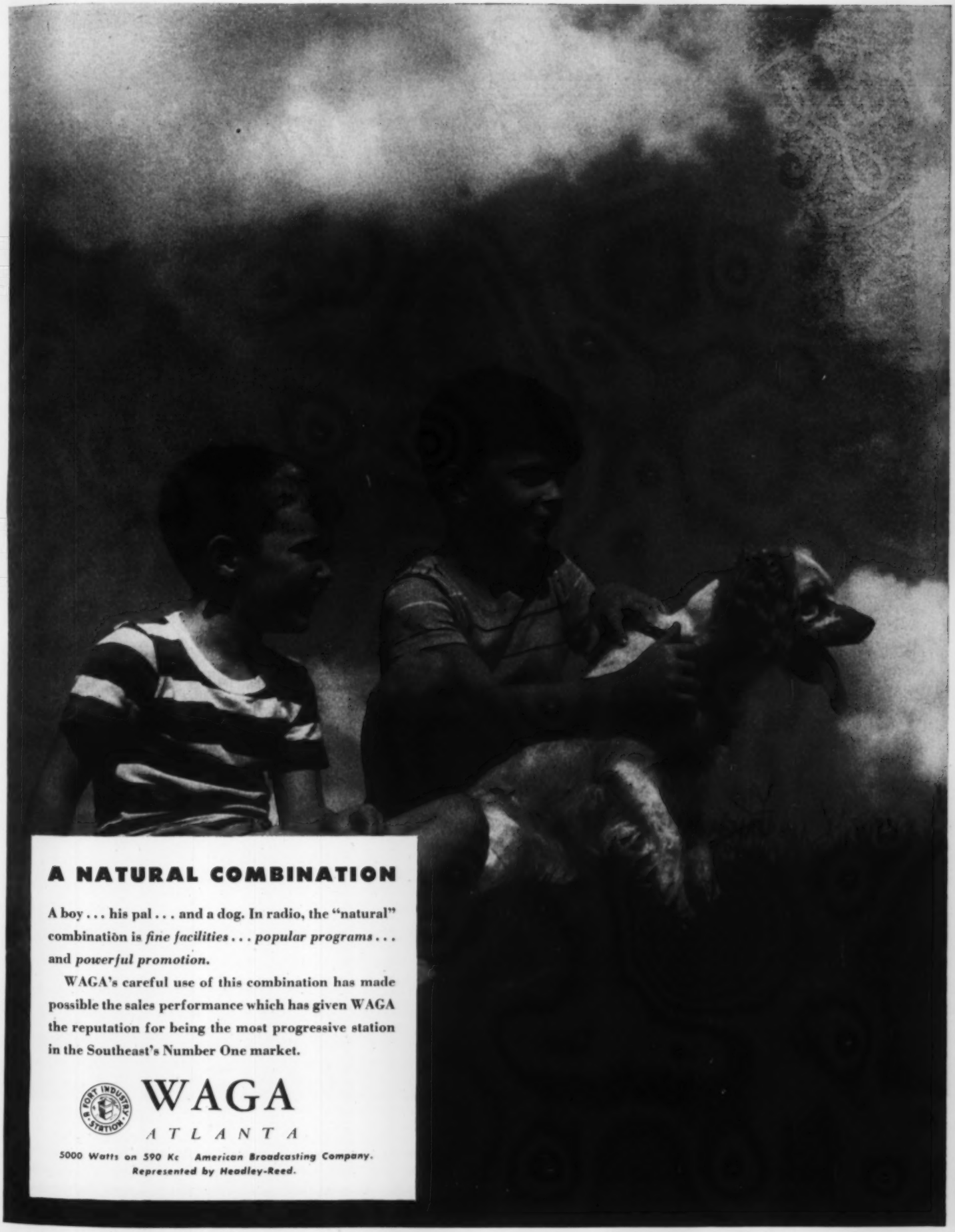
* BMB Study No. 1—March, 1946
Canadian, BBM Study No. 2

KFYR Bismarck, N. D.

5000 Watts Day and Night

NBC Affiliate 550 Kilocyles

National Representative: JOHN BLAIR & CO.



A NATURAL COMBINATION

A boy . . . his pal . . . and a dog. In radio, the "natural" combination is *fine facilities . . . popular programs . . .* and *powerful promotion.*

WAGA's careful use of this combination has made possible the sales performance which has given WAGA the reputation for being the most progressive station in the Southeast's Number One market.

WAGA
ATLANTA

5000 Watts on 590 Kc American Broadcasting Company.
Represented by Headley-Reed.

New Audio Facilities

Illustration shows ease of access to Audio rack unit

COMPLETE ACCESSIBILITY

All components instantly accessible without removal of *any* chassis. Operating controls—switches, lights, meters, gain controls located on front panel. Tubes and plug-in electrolytic capacitors readily accessible from rear of cabinet. Permanently attached, hinged front panels serve as shelves when open, thus providing still greater convenience.

EXCELLENT PERFORMANCE

Extended frequency response, lower noise and distortion levels meet every requirement in FM, AM and TV service. More than satisfies all FCC regulations and latest RMA proposals. Any combination of input and output impedances may be used, with provisions for present 30 and 250 ohm or proposed 150 and 600 ohm microphones.

NEWLY STYLED . . . Attractively finished, mechanically clean—these handsome blue-gray audio racks are a complement to any modern studio. Recessed panel mounting and General Electric amplifier construction eliminate the need for accessory trim.

HIGHLY ADAPTABLE . . . New wiring duct affords maximum ease of installation and flexibility to meet the widest possible variety of station requirements. Full length duct covers and closely spaced wiring ports contribute to neatness of installation.

Audio Equipment Data Book FREE

Free to you for the asking is General Electric's new 44-page technical specification book that describes the new a-f amplifiers, accessories, and loudspeakers. Ask your General Electric broadcast sales engineer for a copy, or write to the *Electronics Department, General Electric Company, Syracuse 1, New York.*

for FM, AM and TV

FEATURING INSTANT ACCESSIBILITY

General Electric's new high-fidelity audio equipment does away with complicated servicing procedures—puts *every* circuit component within instant reach! It assures you maximum on-the-air reliability, lower cost-per-hour of broadcast service—places your a-f facilities ahead of tomorrow's demands.

Advanced styling, plus attention to operating details, make this cabinet rack a *must* in the modern broadcast installation. General Electric cabinet racks are sturdy—made of heavy-gauge steel, adequately reinforced. The rigid, no-sag rear door is equipped with a full-size handle and smooth-acting latch.

FIRST AND GREATEST NAME IN ELECTRONICS

GENERAL ELECTRIC

180-FI-6914

"I'll hear your Sales Message Twice For One Price!"

...cover Texas' Twin Cities with KFJZ-WRR

The lady could add that your sales punch hits with double force when you use these two Texas stations to cover the billion-dollar Dallas-Fort Worth markets . . .

Schedule your broadcasts at simultaneous or separate hours on both stations at once — for one price!

Careful programming and popular coverage have firmly established the listener-loyalty of these two dominant stations, and their combination adds up to "the best radio buy in Texas."

Take the lady's word for it . . . buy WRR and KFJZ, both for one price.

TEXAS' BEST RADIO BUY
WRR DALLAS KFJZ FT. WORTH
TWO STATIONS FOR ONE PRICE

NATIONAL REPRESENTATIVE
WEED AND COMPANY
NEW YORK DETROIT
SAN FRANCISCO CHICAGO
BOSTON ATLANTA
HOLLYWOOD

Hope Rates Tops In Latest Hooper

Fibber McGee & Molly Second; Fred Allen Is Third

FEATURING Al Jolson as guest star, the Bing Crosby program and the Eddie Cantor show returned to the list of first 15 programs on the March 15 program Hooperating report released last week.

Bob Hope was first in the report, with Fibber McGee & Molly second and Fred Allen third.

The average evening sets-in-use of 34.4 reported was up 1.6 from last report and up 3.8 from last year. The average evening rating was 11.4, up 0.6 from last report and up 1.5 from a year ago.

Average available homes were 81.3, up 0.7 from last report, up 1.4 from a year ago. The current total sponsored hour index was 72½ as compared with 73 last report, 77 a year ago.

The first 15 programs listed were as follows: Bob Hope 30.7, *Fibber McGee & Molly* 29.9, Fred Allen 29.5, Jack Benny 29.4, *Charlie McCarthy* 26.8, Red Skelton 25.9, *Radio Theatre* 24.0, *Mr. District Attorney* 23.6, *Amos 'n' Andy* 23.3, *Walter Winchell* 22.6, Screen Guild Players 22.1, Bing Crosby 21.7, *Truth or Consequences* 21.4, *Bandwagon* 20.3, Eddie Cantor 19.7.

Young Widder Brown jumped from last place on the Hooperatings top 10 in the previous report to first place in the list of daytime programs in the March 15 report, followed by *When a Girl Marries* and *Right to Happiness.*

Average daytime sets-in-use were 19.2, down 0.2 from last report and up 2.2 from last year. The average daytime rating was 5.2, down 0.1 from last report, up 0.6 from a year ago.

Average available homes were 73.6, down 1.1 from last report, up 0.8 from the same reporting period last year. The current total sponsored hours index was 81¾, as compared with 82¼ last report, 88½ a year ago.

The top 10 week-day programs listed in the report were: *Young Widder Brown* 8.6, *When a Girl Marries* 8.0, *Right to Happiness* 7.8, *Portia Faces Life* 7.7, *Romance of Helen Trent* 7.7, *Kate Smith Speaks* 7.7, *Our Gal, Sunday* 7.6, *Stella Dallas* 7.5, *Aunt Jenny* 7.5, Breakfast in Hollywood (Kellogg) 7.4.

Ashby Named Manager

KERMIT S. ASHBY, former sales manager of KVOP Plainview, Tex., has been appointed general manager of KPET, new daytime station on 690 kc, 250 w to begin broadcasting soon at Lamesa, Tex. KPET has applied to transfer its construction permit from present licensee, R. O. Parker, to Lamesa Broadcasting Co., a partnership consisting of Mr. Parker, Mr. Ashby, and Ross Woodson.

(EDITOR'S NOTE: Many excellent letters have been received from listeners who participated in the "What I Think About Radio" letter writing campaign jointly sponsored by NAB and RMA, but a 74-year-old Santa Barbara, Calif., resident, William S. Long, wrote a letter to KIST Santa Barbara, station owned by Harry C. Butcher, which ranks as an outstanding summary of the contributions radio is making to modern life. The letter follows:)

WHAT I THINK ABOUT RADIO

DEAR FRIENDS OF RADIO KIST:

Many modern inventions have changed the habits, living conditions, philosophy and general well-being of the human race; but Radio stands supreme, because it has been the means of uncovering and developing a vast array of latent and invaluable talent from every grade of the human family, besides spreading enlightenment, culture and entertainment to all mankind —even to the "outposts of civilization."

Mr. Long

Radio is superior to any other agency for the rapid dissemination and inculcation of cultural and educational formulas that promote mental, social and political understanding between divergent groups throughout the world.

The voice of an eloquent and honorable Radio commentator conveys authentic and inestimable information in a manner that is easily understood by people of every class, be they of high or low degree.

Radio is not a rich man's monopoly. On the contrary, the poor, the illiterate, the blind, the shut-in and afflicted enjoy the diversified musical and literary programs, while the broadcast is heard simultaneously in the remotest sections of the globe.

A turn of the Radio dial places a national and international word picture at the disposal of young and old, and at a cost too small for computation, thereby making Radio the cheapest and best educator and entertainer ever known to the human race.

WILLIAM S. LONG,
1125 Olive Street,
Santa Barbara, California.

Edgar Morris Nominated To U. S. C. of C. Board

EDGAR MORRIS, Zenith Radio distributor in Washington, D. C., and one of the capital's outstanding business and civic leaders has been nominated to the Board of Directors of the U. S. Chamber of Commerce to represent the Third Election District. The Third District includes Virginia, West Virginia, North and South Carolina, Maryland and the District of Columbia. His nomination is the result of activities which included a long term as National Councillor for the Chamber of Commerce and memberships in such civic groups as the District of Columbia Board of Public Welfare, Community War Fund, American Red Cross.

Mr. Morris

Mr. Morris gained wide attention with the International Children's Christmas Broadcasts sponsored by the Greater National Capital Committee of which he is chairman. These broadcasts have for several years brought Christmas greetings from children of the Embassies and Legations in Washington to the children of their homelands. Last year the International Christmas Broadcast on ABC was televised for the first time.

CFCH to Boost Power

CFCH North Bay, Ont., inaugurates its new 1 kw RCA transmitter on March 24, increasing power from 100 watts. This is the fourth station operated by Northern Broadcasting & Pub. Ltd., Timmins, Ont., to increase power within the past few months. All equipment is RCA, and was installed by Northern's engineering staff under George McCurdy and with the cooperation of Jack Barnaby, CFCH chief engineer. Technicians from the Toronto engineering head-office, Walter Rudagh, Len Hogg and Gordon Jones, did the installations.

WBTM
DANVILLE, VIRGINIA
*The Voice of the Rich Piedmont Region**
(SOON 5000 WATTS)
PHONE SANDY GUYER
DANVILLE 2350
** BMB says 95 percent of the families in Danville and Schoolfield listen to WBTM regularly.*
American Broadcasting Company

★ THE BINGHAMTON SUN WEDNE

Radio Appeal Leads Hit-Runner to Give Self Up

Conscience Hurts; Driver of Death Car Submits to Arrest

Had Made Three Previous Efforts to Surrender But Lost Nerve; Broadcast Made Up Mind

A radio broadcast was the underlying motive which made a conscience-stricken man walk into the Binghamton Police Headquarters yesterday and admit to Captain of Detectives Thomas J. Broughton, that he was the driver of the hit-run car which struck and fatally injured 60-year-old [redacted] early Saturday morning at Clinton and Crandall streets. He had made three previous [redacted] surrender but his nerve failed him.

Tried to Surrender Before

[redacted] a 40-year-old Endicott Johnson worker, who identified himself as the hit-run driver, told Captain Broughton that before making up his mind to give himself up, he had heard a radio broadcast of the City Desk program Monday night over Station WINR in which George O'Connor, WINR news editor, made an appeal to the driver of the hit-run car to step forward and surrender.

[redacted] said the broadcast in which Mr. O'Connor suggested that he would be a lot better off to give himself up voluntarily and ease his mind, bothered him and pricked his conscience.

[redacted], who lives at 125 Myrtle ave., Johnson City, told Captain Broughton he had [redacted] himself up [redacted] when [redacted] nerve up to come in and confess." His nerve failed and he went home. Again Sunday and Monday night he was already to walk into police headquarters just as the 6:30 p. m., police shift was leaving to take up duties for the night. The brigade of uniformed policemen frightened him, he said, and he followed the policemen up the street.

Released in Bail

[redacted] was charged with "leaving the scene of an accident," until further police investigation of witnesses is conducted. He was arraigned in City Court [redacted] pleaded "not guilty" and was [redacted]

If you have a message for only one person, or for all 225,000 in the Triple Cities, the sure way to win an interested hearing by the right people is to tell it over WINR. Then you reach people with money to spend — the third highest average individual income in New York State — the highest of all cities over 75,000.

George O'Connor — WINR's News Voice with Action-Getting Appeal

WINR

AFFILIATE NBC in the Triple Cities

BINGHAMTON · JOHNSON CITY · ENDICOTT

DAVID CARPENTER, General Manager

HEADLEY-REED, National Representatives

★ From the Binghamton Sun — Wednesday, February 19, 1947

Critics Answered

(*Continued from page 18*)

of the listening public prefers programs with, rather than without advertising, that two-thirds is satisfied with radio advertising as it is, that one-quarter is willing to "put up with it," and only 7% would prefer a commercial-less radio. Other queries reveal that the American people not only like and trust radio, but believe it does a better all-round job than newspapers or movies.

Alleged Misrepresentation

4—*In their zeal to sell their products, commercials frequently falsify or misrepresent.* From the Federal Trade Commission come these surprising facts: In 1942, of the total of 362,827 printed ads examined, 18,221 or 5.02% were marked and set aside as being possibly false or misleading. Of all the 1,001,450 radio commercials reviewed, only 17,925 or 1.79% were set aside as possibly false or misleading. In the latest FTC report, covering 1946, 5.41% of printed ads were set aside as possibly false, and only 1.23% of the commercials were placed in this category.

5—*Radio is the black sheep among advertising media.* It would be easy enough to answer this accusation in detail, but simply put the first four answers together, and you get a refutation of this charge.

6—*Commercials appear to be conceived for listeners of below-average intelligence, as indicated by tedious repetition, incredible exaggeration and silly jingles.* Though it is true that 56% of the American people have not gone beyond eighth grade, few radio advertisers work on the outdated observation that most adult Americans have only the mentality of a 12-year-old. But they do work on this premise—that a large part of the radio audience is only half listening, is either talking or doing something else while the radio is on; and that the audience at any particular program or spot announcement time is constantly changing. To make an impression on this half-listening, ever-moving parade, radio advertisers find it necessary to make their statements plain, simple and unmistakable, especially because the listener, unlike the reader, cannot re-read radio copy. And since the radio advertiser has no bold type or flashy layouts at his disposal, he must use either repetition or a sound or musical effect to create a comparable effect. The National Opinion Research Center's study shows that many listeners actually enjoy jingles and other special devices; and as far as exaggeration is concerned, it is exactly equivalent to the advertising approaches used in printed media.

7—*Announcers appear either to coo or lull, or else to slap the listener with a mechanical hammer-and-tongs delivery.* Do critics ever remember that announcers are human, that they have their ups and downs? Or that they are frequently harassed, nervous and tired? On the other hand, listeners sometimes are voluntarily surfeited by too much listening and become hypercritical of all radio voices. The general high level of what comes out of the loudspeaker, and the broadcasters' care in choosing staff announcers, should make any one hesitate before ripping into announcers. Dan Ehrenlich of WOR New York, recently wrote:

> "I audition approximately one thousand men a year, and about one percent of the auditionees are ever considered for staff employment; the rest must be discarded because of inexperience or incompetence."

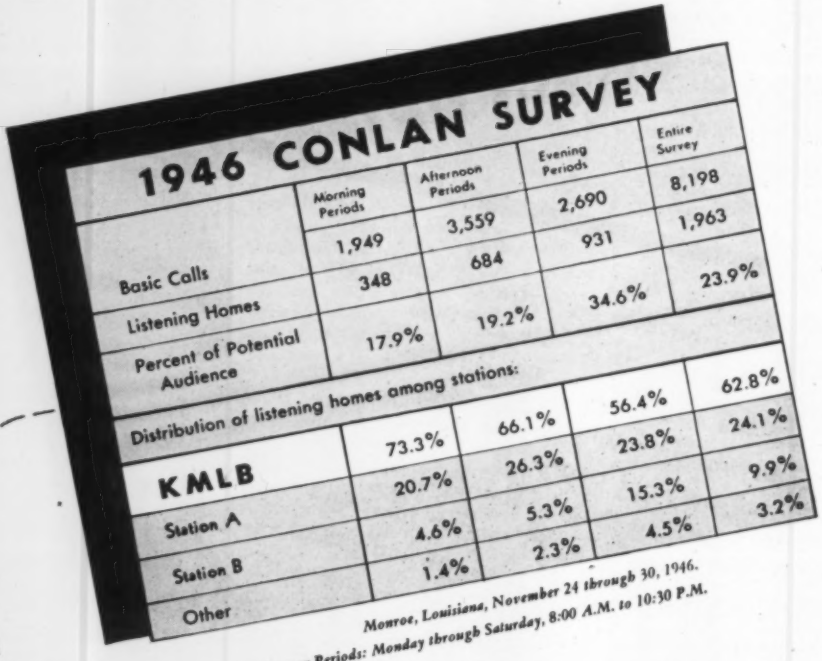
Not only are broadcasters showing discrimination, but announcers themselves are making a more conscientious, intelligent effort to avoid the extremes, and to read their commercials as naturally and inoffensively as possible.

8—*Stars of a program yield integrity when they participate in commercials.* Those who make this charge would appear reluctant to accept the basic formula of advertising-supported radio. Ignoring the fact that radio is a new medium unlike anything that preceded it, they compare it with the theatre where the performer never takes the role of a salesman. In the theatre, however, you pay for your entertainment and get pretty much what you pay for. In radio you don't pay for your entertainment, but you must expose yourself to advertising messages whether they come from an announcer, the star of a program, or anyone else, so that another man—the sponsor—will be willing to pay for it. Radio performers usually understand how true this is and find that they are maintaining their integrity despite the side-line moralizers.

Frequency of Commercials

9—*Broadcasters are enjoying ill-earned incomes by cluttering up the air with too closely-spaced commercials.* The simple truth about this accusation is this—broadcasters often responsible for advertising abuses are the ones who are making least money. These are the newer, smaller or less financially secure stations urgently in need of business. With spot announcements sold at relatively low rates as their chief source of income, they must run their spots pretty close together if they want to stay out of the red, and it is this practice as much as any other that makes listeners see red. Most of these stations are going ahead with the difficult job of building their audiences and in turn increasing their advertising rates

(*Continued on page 40*)



KMLB has more listeners than all other stations combined in Northeastern Louisiana!

For the third straight year, authenticated listening surveys conclusively prove that KMLB has more listeners in Monroe and Northeastern Louisiana THAN ALL OTHER STATIONS COMBINED!

Reach this $103,629,000 annual buying power with KMLB—the only radio facility clearly heard in this area!

AFFILIATED WITH
AMERICAN BROADCASTING COMPANY
REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

5000 WATTS DAY . . . 1000 WATTS NIGHTS
KMLB
MONROE, LOUISIANA
J. C. LINER, JR., Gen. Mgr.

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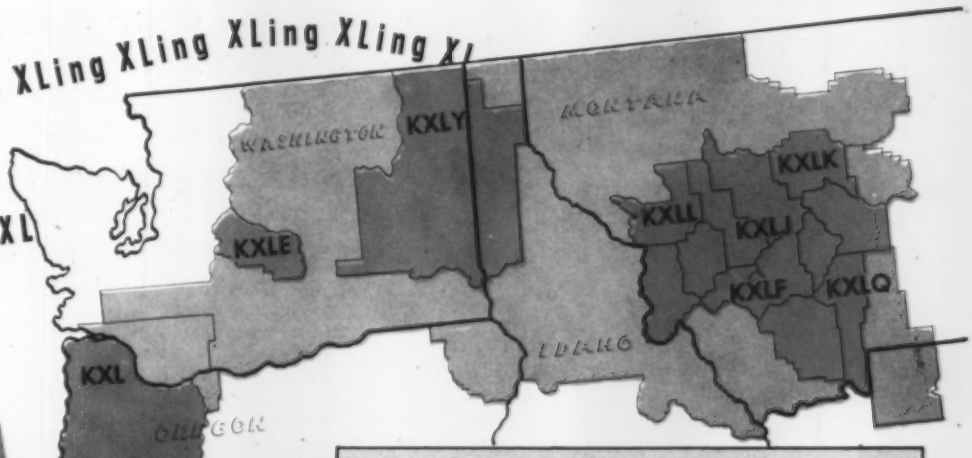


XLing

Merchandisable Area

Bonus Listening Area

XLing XLing XLing XLing XLing X

2½ MILLION PEOPLE with a SINGLE CONTRACT

5% DISCOUNT FOR EACH MARKET ADDED

THE XL STATIONS

Offices

BOX 1956 · BUTTE, MONTANA
SYMONS BUILDING · SPOKANE, WASHINGTON
ORPHEUM BUILDING · PORTLAND, OREGON

THE WALKER COMPANY, 551 FIFTH AVENUE, NEW YORK, N.Y.
6381 HOLLYWOOD BLVD. · HOLLYWOOD 28, CALIF.

PACIFIC NORTHWEST BROADCASTERS

GET COMPLETE COVERAGE WITH WMTland's "TWIN MARKETS"

Get RURAL Coverage

Get URBAN Coverage

Get BOTH in Eastern Iowa with WMT!

Member Mid-States Group

Iowa's spendable income—highest per capita in the U. S. A.—results from a happy balance of rich agriculture and steady industries. WMT—only CBS outlet in Eastern Iowa—covers both these sales-producing twin markets for you at no extra cost. Ask your Katz representative to get you on WMT now!

Hubbell Organizes Consultants Firm

Headquarters in Cincinnati, Offices in Other Cities

RICHARD W. HUBBELL, since 1944 television consultant to Crosley Broadcasting Corp. and production manager of Crosley's WLW Cincinnati, has left that post to organize Richard W. Hubbell & Assoc., television, radio and motion picture consultants. Firm has established temporary headquarters at 140 W. 9th St., Cincinnati, and will open a New York office at 630 Fifth Ave. the week of April 7. The company is also opening offices in Washington and Hollywood and plans to start a Chicago office later in the year. Mr. Hubbell is one of five executives who resigned from Crosley [BROADCASTING, Jan. 27].

Mr. Hubbell

First client of the new firm is the Crosley organization, AVCO subsidiary. In addition to WLW, Crosley owns WINS New York, is now constructing video stations in Cincinnati and Columbus, has an application pending for a third station in Dayton and an option to purchase KSTP Minneapolis-St. Paul, which also has a CP for a commercial television station. Robert Jerome Smith, public relations counselor of Washington, D. C., has also retained Richard W. Hubbell & Assoc.

New firm aims at providing a consultant service to a limited number of non-competing clients, including broadcasters, sponsors and agencies. It will act in the fields of programming and production, in problems of management, merchandising and promotion, and coordinating the work of engineers in constructing and developing new projects.

Television will be a specialty for the new organization. Mr. Hubbell has been active in that field since 1939, when he joined the video staff of CBS, serving first as a director-writer-producer and later as television news editor. He is the author of two volumes on television: *4000 Years of Television* and *Television Programming and Production.*

H. Russell McCune, creator and star of *The Hank McCune Show*, sponsored on KFI Los Angeles by Thrifty Drug Stores, is acting manager of the Hollywood office of the new company, located at 3201 Tareco Drive. An alumnus of the Army Air Force who met Mr. Hubbell in Cincinnati two years ago when he did some Army shows there, Mr. McCune will become active in the new firm as soon as his other commitments permit.

CHET MAXWELL, writer, producer and announcer, has joined production department of WCTC New Brunswick, N. J.

Chief Praises WLPM

SUFFOLK, VA., where heavy snows seldom fall, nevertheless has a city ordinance on snow removal, and WLPM, at the request of Suffolk's chief of police, Lawrence B. Butler, publicized the ordinance when an 8-inch early March snowfall hit the town. Radio listeners were reminded that Suffolk municipal regulations require the removal of snow from sidewalks in front of homes and business establishments within six hours after the snow stops falling. WLPM's snow removal announcements did such an effective job that the station received high praise from Chief Butler.

New ABC 'Town Meeting' Essay Contest Announced

NEW ESSAY CONTEST, with prizes of $500 in cash and an all-expense trip to New York for the winners, was announced last week on ABC's *America's Town Meeting of the Air* as part of a program to arouse public thinking on strengthening family life. One man and one woman of the radio audience will be selected as grand prize winners for writing 750-word essays on "How Can We Strengthen the Family?" and each will receive $500 in cash and an all-expense trip to New York to read their essays during the 12th anniversary broadcast of the *Town Meeting* program on May 29 at 8:30 p.m.

Ten runners-up in the contest will be awarded sets of the Encyclopedia Americana and the writers of the next 50 best letters will receive certificates of merit.

Mrs. Hortense Odlum, former president of Bonwit Teller's Department Store, New York, is chairman of the judges who will select the prize-winning essay. Entries must be postmarked no later than midnight, May 1, 1947.

MORE LISTENERS THAN ANY TWO PRIVATE COMMERCIAL STATIONS IN THE HUNDRED MILLION DOLLAR RETAIL MARKET OF EASTERN CANADA

B.B.M.
5000 WATTS
630 KC

Ask Jos. Weed & Company
350 Madison Ave., N. Y.

CFCY

The Friendly Voice of the Maritimes
CHARLOTTETOWN

new 1947
MICHELSON
porto-playback
FOR 16 INCH TRANSCRIPTION RECORDS

IMMEDIATE DELIVERY

Brand New · Improved · Prompt Delivery From Stock

Here's Charles Michelson's 1947 version of the famous PORTO-PLAYBACK, for playing 16" transcription records at 33⅓ r.p.m. and phonograph records... an entirely new conception of compactness, flexibility, tonal quality and ease of operation.

It has everything from good looks to the new permanent sapphire stylus and 16" transcription arm. Guaranteed to meet the exacting requirements of radio stations, advertising agencies, transcription companies and schools.

TO TELL AND SELL YOUR SALES STORY BETTER, ORDER YOUR PORTO-PLAYBACK NOW

specifications and features

WEIGHT: 26 pounds complete.

CASE: Sturdy, lightweight, attractive maroon luggage, finished in fine grain water-repellent fabric. All brass fittings rustproof.

SIZE: 20" long, 12" high and 8½" wide.

SPEAKER: Latest design 6½ inch permanent magnet speaker with special oversized magnetic field.

AMPLIFIER: Powerful 4 tube matched amplifier.

PICK-UP: Latest type 16 inch transcription arm crystal pick-up with permanent sapphire stylus.

MOTOR: Dual speed, alternating AC current, 33⅓ and 78 r.p.m., with improved heavy duty motor sealed in oil.

CONTROLS: Separate tone, equalizer, and volume controls.

PRICE: $125. Net F. O. B. New York.

GENNETT AND SPEEDY-Q SOUND EFFECT RECORD LIBRARY
TRANSCRIBED PROGRAMS

CHARLES MICHELSON, inc.
PIONEERS IN RADIO TRANSCRIPTIONS SINCE 1934
67 West 44th St., New York 18 Phone: MUrray Hill 2-3376

Announces

appointment of

Avery-Knodel

INC.

as

Exclusive National Representatives

☆

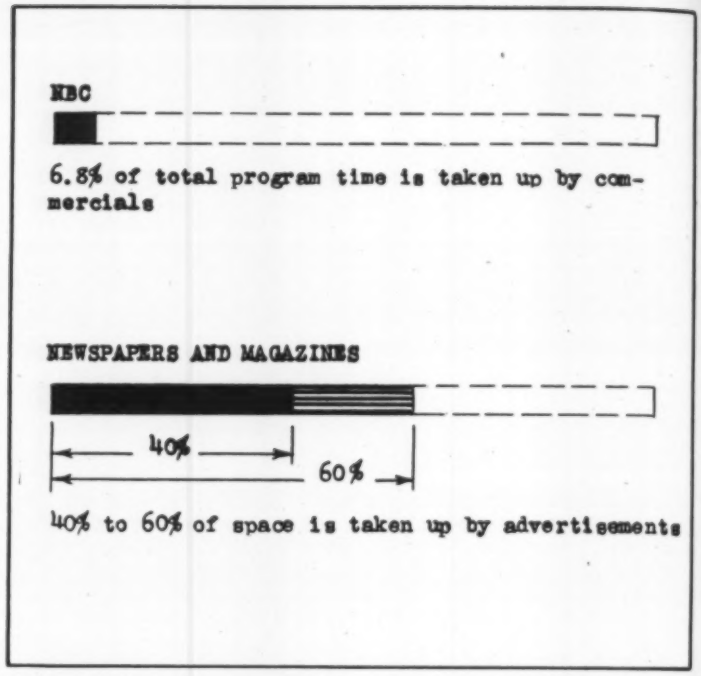
WEMP

BASIC ABC

The Station that Sells

Milwaukee

HUGH BOICE, General Manager


NBC
6.8% of total program time is taken up by commercials
NEWSPAPERS AND MAGAZINES
40%
60%
40% to 60% of space is taken up by advertisements

PERCENTAGE of time occupied by advertising on NBC as compared with the average space devoted to advertising in newspapers and magazines is shown in this chart. (Chart reprinted from *The People Look at Radio* by Lazarsfeld and Field by permission of The University of North Carolina Press. Copyright, 1946, by The U. of North Carolina Press.)

Critics Answered

(*Continued from page 36*)

and the strictness of their regulations.

10—*Advertisers and broadcasters are doing little if anything to improve the quality of radio advertising, and appear thoroughly satisfied with the status quo.* On the contrary—and the public should be educated on this score—the American Association of Advertising Agencies and the National Association of Broadcasters are acutely aware of public criticism, and are making very concrete efforts to improve the quality of radio advertising and the public service rendered by sponsored programs. More progress is needed and will be made. Meanwhile, commercial broadcasting continues to make a substantial contribution to the American way of life. In the post-war era, as we face the problems of rebuilding markets, introducing new products and lifting public demand for goods to new levels, radio advertising will continue to do a job and do it well. Like other effective advertising devices, the radio commercial will play a part in helping small pay-rolls become large pay-rolls; it will continue to be a factor in mass distribution, which in turn is indispensable to mass production, to give America better products at lower prices.

Now it is up to the broadcasting industry to start a movement that will carry this ten-point public relations message to the American people.

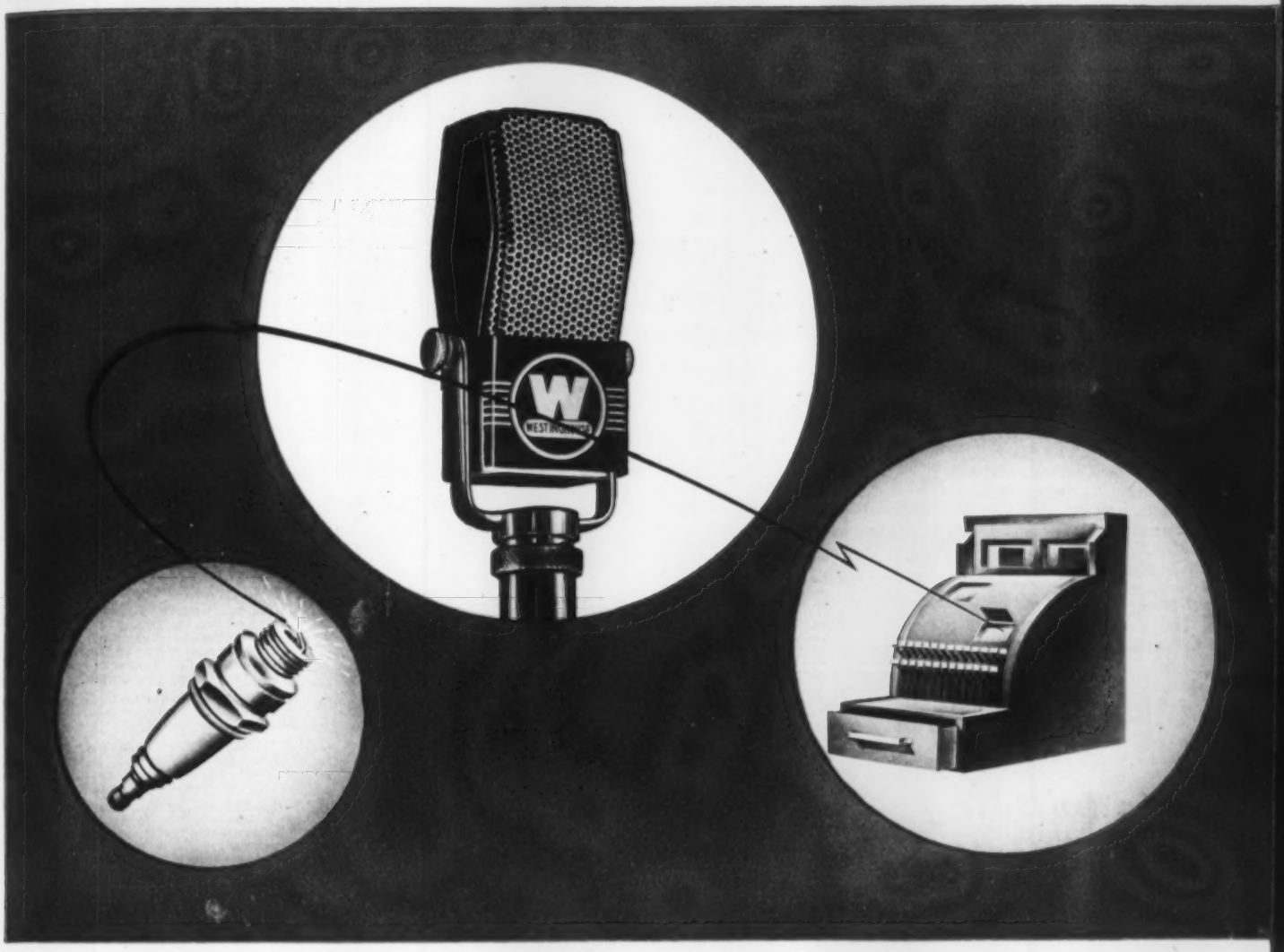
WDVA DANVILLE, VA., TO TAKE AIR MAY 1

WDVA Danville, Va., is slated to take the air about May 1. New station, operating with 1 kw night, 5 kw day, on 1250 kc will be a Mutual affiliate. Studios and offices will be located in the American National Bank Bldg., Danville, with transmitter on Martinsville Rd. [BROADCASTING, Feb. 3].

Walker Co. will be national representative. Station has contracted for United Press news, and World and Capitol transcriptions. Agricultural programs will be featured. Studios, of polycylindrical design, will include Collins console, and transmitter also will be Collins. Other equipment includes Presto turntables and recorders, Western Electric microphones. Three Truscon towers are 206 feet high. In charge of construction is Henry D. Lea, former Danville Technical School instructor, who will be technical director of the station. Other engineers are Marvin Terry, James Greer, Rush D. Sawyers and John Volkstorf.

Walter M. Windsor is general manager. Virginia-Carolina Broadcasting Corp., operating WDVA, is owned by a group of Danville businessmen with J. D. Pruitt, president; W. H. McCollum, vice president; A. S. Clarke, vice president; W. R. Harrison, secretary-treasurer; C. E. Johnson, L. H. Kernodle and H. E. Wilson, directors.

CERTIFICATE of appreciation from U.S. Veterans Administration has been awarded to WPTF Raleigh, N. C., "in recognition of outstanding service to U. S. war veterans through the medium of radio."



radio: spark plug to the cash register

FASTER AND FASTER, into history, goes the *sellers' market.* And out of the moth balls comes the American art of salesmanship!

Radio is doing an outstanding sales job in 1947. It is moving tons of merchandise.. nationally, through network programs.. and, with spot and local programs, in areas where producers want to pin-point their sales efforts. In this effective and flexible medium, the position of Westinghouse stations is unique. Here are six stations located in a half dozen of America's most rewarding markets. Six stations which have won, through continuing service in the public interest, a high degree of audience loyalty. Six stations extremely resourceful in local promotion of their advertisers' programs.. including, if you like, your own. Get details from the national representatives listed below.

WESTINGHOUSE RADIO STATIONS Inc

KDKA KYW KEX WBZ WBZA WOWO

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free and Peters

Mutual Network Now 409 As Nine Affiliates Join

MBS announced affiliation of nine stations last week, bringing the network's total affiliates to 409.

WLOF Orlando, Fla., 5000 w on 950 kc and owned by Hazelwood Inc., joins on April 10.

WDVA Danville, Va., 5000 w daytime and 1000 w night on 1250 kc and owned by Virginia-Carolina Broadcasting Corp., joins May 1.

WGAD Gadsden, Ala., 1000 w on 1340 kc and owned by E. L. Roberts, joins May 1.

WWOD Lynchburg, Va., 1000 w. on 1390 kc, and owned by D. H. Dillard, joins May 1.

WTOB Winston-Salem, N. C., 1000 w daytime on 710 kc and owned by the Winston - Salem Broadcasting Co., joins April 15.

KMVI Wailuku, Maui, Hawaii, 1000 w on 550 kc and owned by the Maui Publishing Co., joined MBS and Don Lee last week.

WKRO Cairo, Ill., 250 w on 1490 kc, and KFVS Cape Girardeau, Mo., 250 w on 1400 kc, both owned by Oscar Hirsch, joins April 1.

WBRW Welch, W. Va., 250 w on 1340 kc and owned by McDowell Service Co., joins May 21.

KEYS to a new Ford sedan are presented to Hal Renollet (r), KOA Denver farm director, by Lloyd E. Yoder, station's general manager. Car was purchased for Mr. Renollet's use in his travels throughout the Rocky Mountain area to cover agricultural activities.

F. J. Russell Sr., 67, Dies in Daytona Hospital

FRANK J. RUSSELL SR., 67, publisher of the *News*, Iron Mountain, Mich., and the *Daily Mining Journal* (licensee of WDMJ), Marquette, Mich., died last Tuesday at a Daytona, Fla., hospital of a heart ailment. He had been taken to the hospital a few days earlier from his winter home at Ormond Beach, Fla.

Mr. Russell was widely known in newspaper circles in Michigan. He was succeeded as editor of the *Mining Journal* last year by his son, Frank J. Russell Jr., but retained his interest in the paper and continued as chairman of the board of Mining Journal Co. Surviving him, besides his son, are his wife and three sisters.

TV Booklet

BOOKLET containing nine separate plans for arrangement of television dealers demonstration rooms to meet varying requirements has been prepared by RCA Victor Home Instrument Dept. for franchised television retailers. Line drawings describe various demonstration room arrangements to fit available space. Booklet also describes RCA Victor promotional material available to dealers.

MANAGEMENT

R. LEE BLACK, manager of KTYW Yakima, Wash., has been elected vice president and member of board of directors of Cascade Broadcasting Co., station licensee.

LEW LOWRY, program director of WHIT New Bern, N. C., has been named assistant manager.

RALPH LAMBETH, president and general manager of WGBG Greensboro, N. C., is the father of a girl, Candice Elaine.

HENRY B. LOCKWOOD, member of executive committee and operating board of WOR New York, has been elected a trustee of The Brudentail Savings Bank, Brooklyn.

LLOYD E. YODER, general manager of KOA Denver, as 1947 campaign committee chairman of Denver Chapter, American Red Cross, pushed drive "over the top" by more than 60%, station reports.

EDWARD C. OBRIST, assistant manager of WPEN Philadelphia, has been named to head local Chamber of Commerce annual "Clean Up, Fix Up, Paint Up" campaign, May 3-17. Promotion of campaign will be done through spot announcements and transcribed messages.

WILLIAM J. ADAMS, manager of WHEC Rochester, has been in Hollywood conferring with CBS executives.

JOHN S. KNIGHT, owner of WIND Chicago and WQAM Miami, Fla., and president of Knight Newspapers, has been appointed a member of World Freedom of the Press Committee of Sigma Delta Chi, professional journalistic fraternity.

NATHAN L. HALPERN, assistant to president at CBS, is the father of a boy, Michael David.

J. N. THIVIERGE, managing director of CHRC Quebec, is on extended trip through southern part of U. S. He will return to Canada in June.

BILL REA, owner and manager of CKNW New Westminster, B. C., and Canadian representative for M. M. Cole Transcription Library, is on U. S. Pacific Coast for three weeks' business trip.

KRUX, in Phoenix, Ariz., On Air Round-the-Clock

KRUX Phoenix-Glendale staged a three-hour dedicatory program highlighting the station's policy as Arizona's only 24-hour station. News, music and sports feature the round-the-clock schedule, along with a daily hour of Spanish language programs for the large Mexican population of Phoenix.

All-night program has been sold as a package to Medford Brewing Co., Medford, Wis. Station is owned and operated by Mrs. Gene Burke Brophy. John D. Morgan, formerly of WIND Chicago, is manager.

Radio 'Czar' Topic

ONE of the most timely, not to say most controversial, radio topics, "Does Radio Need A Czar?," will be discussed at the April 3 meeting of the Radio Executives Club of New York by NAB President Justin Miller. Mr. Miller is an ex-officio member of the NAB Special Standards of Practice Committee, which will shortly begin drafting a new industry code, and is also active in the new advertiser - agency - broadcaster advisory group on commercial program standards which has been rumored as planning to step up a radio "Czar" comparable to those of the movies and baseball.

KTSM

is building a beautiful and efficient new home . . . . . .

but their first thought is still the people who listen . . . . . and buy. **KTSM** delivers them to you.

KTSM
EL PASO, TEXAS

NBC

GEORGE P. HOLLINGBERY CO., *National Representatives*

CFRB spells "SERVICE!"

Co-operation in every project of community interest

Featured personalities on all topical subjects

Regular newscasts—local, Canadian and world

Balanced programming that holds a loyal audience

Yes, in the CFRB lexicon, "service" means all these things!

During twenty years of operation, CFRB has maintained these vigilant standards. As we enter our twenty-first year of broadcasting, we renew our pledge . . . to benefit the community and serve the people . . . to produce balanced programs for you, our listeners . . . to produce better results for you, our advertisers. Towards this goal, we will carry forward our policy of PUBLIC SERVICE . . . through the *next* twenty years!

CFRB
TORONTO

REPRESENTATIVES:

UNITED STATES
Adam J. Young Jr. Incorporated

CANADA
All-Canada Radio Facilities Limited

ONTARIO'S FAVOURITE RADIO STATION!

the postman cometh.

Yes, the mailman cometh — with tens of thousands of "proof-of-purchase" letters for one KXOK advertiser alone — Manhattan Coffee.

Just a year ago, Manhattan Coffee started on KXOK with a 15-minute program, five days a week, at 11:30 a.m. Listeners were asked to enter a contest by sending in a proof of purchase . . . Manhattan Coffee label (or reasonable facsimile, of course).

Then things began to happen!

Week after week, the mailman brought more and more bags of mail. The weekly average for the first 13 weeks was 100% higher than anticipated. The second 13 weeks showed a weekly average that was 50% higher than the first 13-week average; during the third 13-week period, a 57% increase; and today the weekly mail response is almost three times what it originally was, and it's still growing!

These bags and bags of mail, week after week, have meant jars and jars of Manhattan Coffee sales. Dana Brown, Advertising and Sales Manager, Manhattan Coffee Company, says: "Surveys show that Manhattan Coffee has moved up from seventh place to second place in the St. Louis area. Manhattan Coffee distribution is broader than ever before — and the average number of pounds sold per outlet has more than doubled since a year ago. A great part of the credit for this increase must go to our program on KXOK."

Irwin A. Olian, President of Olian Advertising Company which handles the Manhattan Coffee account, says: "Based on past experience, we made a guess at the expected mail return from the program, and also anticipated a Hooper rating of 4 or 5. The contest response has been 5 to 6 times greater than anticipated — and the Hooper rating for the November, 1946 - January, 1947, period was 7.5 (30.9% of the audience), which makes it a perfect score for KXOK."

A station's audience must be large enough, and have confidence enough in its station to achieve success like this. Add the fact that KXOK's rates are as low as or lower than any other network station in St. Louis and you have the reason why more and more advertisers put their okay on KXOK.

630 KILOCYCLES • 5000 WATTS •

OWNED AND OPERATED BY T

FOR COMPLETE DETAILS, CONTAC

. . .

ADVERTISER Dana Brown, Advertising and Sales Manager of Manhattan Coffee Company, says:

"Average number of pounds of Manhattan Coffee sold per outlet has more than doubled since we began using KXOK about a year ago."

AGENCYMAN Irwin A. Olian, President of Olian Advertising Company, states:

"With a mail response 500% greater than we expected and with a Hooper rating of 7.5, this program for our client marked up a perfect score for KXOK."

KXOK

FULL TIME

BY THE ST. LOUIS STAR-TIMES

CONTACT YOUR JOHN BLAIR REPRESENTATIVE

ST. LOUIS (1), MISSOURI

BASIC ABC STATION

Editorial

FM Crisis

FM, which has been plagued with more than its share of troubles during its technical adolescence, now is confronted with what could well become a life and death crisis. The FCC, the FM Assn., and others close to the new aural service are in on the consultation.

The problem, covered in the March 17 issue of BROADCASTING, and in this issue, goes to basic allocations. The tendency of stations and receivers to drift from their assigned channels, causing cross talk in primary coverage areas, now emerges not as a receiver design problem alone but one that affects the FM system itself.

In Syracuse, WSYR-FM was on the air several months with good results. WFBL-FM took the air one channel removed. The cross-talk obliterated reception of both stations in a large part of the city. Listeners will not struggle to separate FM stations when an AM push-button set will do the job. The same thing is happening in other areas.

The seriousness of this crisis is not minimized, although there has been a dearth of discussion of it publicly. Tests in Syracuse, which exhausted the existing store of technical knowledge, have crystallized the view that alternate channel allocations for FM will not work. A minimum three-channel separation is better than two, but a four-channel separation is indicated as essential for elimination of the phenomenon that results in one station taking possession of the receiver from another.

Nothing can be gained at this late date in attempting to saddle the blame. The Radio Technical Planning Board, of wartime renown, did recommend the present allocations plan, and the FCC did approve it. It now develops that not enough was known of the propagation characteristics of FM, which promotionally stampeded all in radio, as well as many on the outside.

Converging upon FM at the same time is the condition which has developed in New York City, where the signals of at least three of the nine FM operating outlets are interfering with the visual instrument landing systems at the airports. The airlines presumably have installed defective Army surplus cathode ray receivers. It will take six to eight months to replace them. This may mean that the three stations (WBAM FM affiliate of WOR· WNYC-FM and WGYN) may have to be shifted to other channels, or closed down temporarily.

But the drift problem is basic. It now is evident that if FM is to become the kind of service its inventor, Maj. Armstrong, and the FCC had in mind, additional channels may in some manner have to be provided. To provide three- or four-channel separation in the populous areas, means a substantial enlargement of the existing band. Where can those channels be found? That's the FCC's problem.

Since the Syracuse tests, one top radio executive said FM may be "a flash in the pan, certain of early demise." Another said it means AM will remain "forever." From the standpoint of the public and the industry we fervently hope this does not come to pass.

Time is of the essence. There must be a reallocation in those areas with multiple FM assignments or committments, or a redefinition of channel standards, if FM is to be spared the mortal blow.

The Time Is Now

DO YOU, as a broadcaster, want daylight saving time again this summer?

If you do, stop reading now.

If you want *uniform* time from April through September, there's a long chance something can be done before the change April 27.

Rep. Emory H. Price (D-Fla.), has introduced a bill (HR-2414) to put all interstate commerce, including radio, on standard time. Senator Bernard Maybank (D-S. C.) has asked FCC Chairman Denny for some facts and figures on Daylight Saving Time cities; percentage of stations within those cities which observed DST in 1946, and vice versa, along with maps showing the other side.

These legislators are interested in knowing how stations generally feel. They have heard from their own constituents, who probably informed them: (1) that about 30,000,000 souls reside in DST areas, and upward of 100,000,000 do not; that New York sets the pace, and all the rest of the country is forced to conform in shifting program schedules; that folks live by "radio time," not local clock time; and that uniform time is the answer.

So, if you're interested, write your Congressmen and Senators, with drop copies to Messrs. Maybank and Price. Keep in mind that railroads and airplanes and ships and buslines operate on local standard time. So do the cows, horses, birds and bees. Maybe you feel, as we do, that there should be standard time (no DST) for radio until there is Federal action establishing uniform time nationally.

(Editor's note: Remember, the listening habit is the cornerstone upon which a radio audience is built, and any change not only confuses but curtails listening; that the reduction in listening stimulates advertisers in taking summer hiatuses; that radio in about three-fourths of the country is sold short to benefit the other fourth in which network programs originate.)

NAB's Top Echelon

AFTER MORE than a year's search, President Justin Miller and Executive Vice President A. D. Willard have now about completed organization of the top echelon of the NAB. To the respective directorates of public relations and programs have been named Robert K. Richards, editorial director of BROADCASTING, and Harold Fair, program director of WHO Des Moines.

We feel the appointments should be applauded throughout radio. They are in keeping with the highly meritorious selections made by Judge Miller in other key directorates since he assumed the presidency in October 1945.

Mr. Fair is one of the nation's best known program directors. In no small measure, he was responsible for the winning by WHO of the coveted duPont large station award earlier this month. He comes to the NAB with a typical broadcaster viewpoint, rather than from the talent centers.

We of BROADCASTING, feel that our loss of Mr. Richards is NAB's gain. He is a young man possessing rare talents as a reporter, writer and fact ferret. If we understand the scope and duties of a public relations director in a trade organization, Bob Richards will perform exemplary service for radio at the NAB.

We are happy to release Bob Richards to the NAB, where he can continue to champion the free radio cause. It was with the same feeling that we saw our associate editor, Bill Bailey join FM Assn. as its executive director when that organization was formed.

Our Respects To—

GILBERT IRWIN BERRY

WHAT HAPPENS to an All-American when he puts his jersey away for the last time? Gilbert (Gil) Irwin Berry, second only to Red Grange as an Illini immortal, became network sales head for ABC Central Division.

He made two All-Americas (1930-1932), three All-Conferences (1930-32-33). He won letters at Illinois in football, and competed in baseball and track, belonged to Phi Delta Theta, Ma-wan-da and Sachem. He was, in short, a Big Man On The Campus throughout his college career. He was also the one bright star in the great Zuppke's otherwise gloomy horizon during 1931-32 when the Illini had a firm grip on seventh place and tied for fifth in '32 in the Big Ten.

Without Gil Berry, Zuppke once remarked, they would have had to rename the conference the Big Eleven, leaving no doubt as to what position his team would occupy.

Born March 21, 1911, in Lewiston, Ill., he attended Abingdon High School where he won berths on the annual All-State basketball, football and track teams. He also set an interscholastic record of 5.4 for the 50-yard dash in 1929 that has never been broken.

But it was on the gridiron that he really shone. He could run, he could pass, he could hit the line, and, what was even rarer, he could think. When he was graduated, Gil was sought after by the pros then just getting into a box-office attraction.

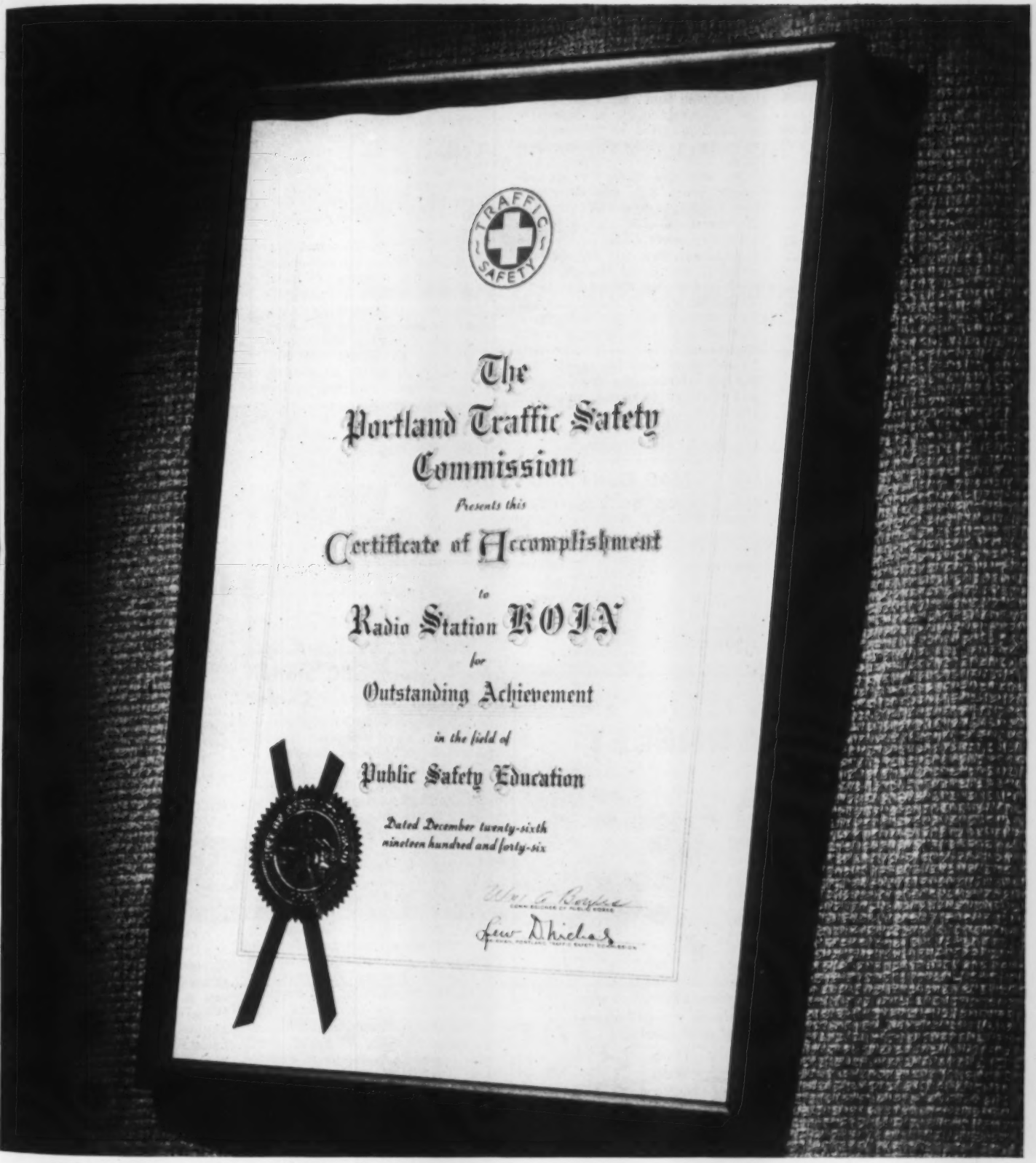
He played in the first All-Star game in 1933 and in the East-West classic the same year. In 1935 he joined the Chicago Cards and played one season before deciding his brains were worth more than the jolting he got every week-end.

With a B.S. degree in journalism, Gil found the managing editors weren't looking for All-American reporters and his first newspaper job was as a classified ad salesman on the *Herald-Examiner*. In 1938 he joined the Katz Agency and worked in their Kansas City office until 1940. By that time, Mr. Berry was sold on radio.

In August 1940 he joined NBC Central Division and remained until the Blue-Red split, February 1942, when he moved over with the newly formed ABC as manager of WENR and local and national spot sales manager. Two years later he succeeded Joe Hartenbower as ABC Central Division network sales manager.

Under his direction, ABC network sales in

(Continued on page 48)



KOIN
A Marshall Field STATION
PORTLAND OREGON
CBS
AVERY-KNODEL, Inc., National Representative

Respects

(*Continued from page 46*)

Chicago has introduced some of the nation's biggest accounts to radio for the first time, including Swift & Co. and Kay Daumit Cosmetics, both of which are co-sponsors, with Philco Radio, of ABC's pride and joy, *The Breakfast Club*.

Other accounts serviced out of Chicago are Quaker Oats (*Ladies Be Seated*), Club Aluminum (*Club Time*), General Mills (*Jack Armstrong, Hymns of All Churches, Lone Ranger*), Miles Labs. (*Lum 'n' Abner*), Louis Howe (*Pot O' Gold*), Hastings Mfg. Co. (*I Deal in Crime*), Raymond Labs. (*Sammy Kaye*), Brown & Williamson (*Fact or Fiction*), Dr. Pepper (*Darts for Dough*) and Universal Match Co. (*Counterspy*).

He is also justifiably proud of the fact that although ABC Central Division's percent of the network's overall gain for 1946 was 1.3 the division actually services and originates 33.6 of ABC's billing.

Today, at 35, Mr. Berry is as athletic in appearance as in his college days, although somewhat heavier. He exercises infrequently yet manages to appear in top physical condition, which he probably is.

He considers as his two greatest thrills his part in the 1933 All-Star game in Chicago in which he passed 40 yards for the winning touchdown, and the sale of a network show after the client had already notified him he was dropping out of radio. Gil simply picked up the ball and ran with it, and the client signed for an expensive mystery program as the replacement for a once-a-week commentator.

Mr. and Mrs. Berry live on Chicago's South Side and their mutual hobbies are Gil Jr., 10, and Katharine Jeanne, 9. Although Gil Berry won't admit it, his close friends say that Gil Jr. was enrolled in the U. of Illinois, Class of '57, the day after his birth. Young Gil already shows signs of an inherited gift for slinging a football and looks forward to the day he can pull on his father's jersey. Other than his family, Mr. Berry's interests are dogs, horses, and bowling. He belongs to several clubs, including Tavern Club, Ill. Athletic Club, Electric Club and the Illinois Alumni Assn.

MAB Elects

COL. KEITH ROGERS, CFCY Charlottetown, P. E. I., was elected chairman of the Maritime Association of Broadcasters at the annual meeting at Halifax, N. S., March 12. Malcolm Neill, CFNB Fredericton, N. B., was elected vice chairman and Fred Lynds, CKCW Moncton, N. B., was reelected secretary-treasurer.

getting ready to give 'em
BOTH BARRELS!

Yes, powerful doin's are going on down Texas way... for KPAC* in Port Arthur, is now under construction with its plans to deliver a market substantially more than *two hundred million dollars* in annual retail sales!

5,000 Watts Daytime

1,000 Watts Nightime

First 5,000 Watt Daytime station on Gulf Coast between Corpus Christi and New Orleans.

*Located in the very heart of the rich Gulf Coast, where industrial dollars are busy at work in rubber, oil, shipping, agriculture and many other varied enterprises.

KPAC

Mutual Broadcasting System

MBS BMB

Radio on Page 1

RADIO is front page news in Rome, Ga. (population, 26,282), which calls itself "Radio City—of the South, That Is." On page 1 of its March 14 issue Rome's *Floyd County Herald* (weekly) prints a table three columns wide and 4½ inches deep headed, "What's What in Radio City," with a sub-head reading, "(Of the South, That Is)." Table lists frequencies and power on which Rome's five stations—WRGA, WROM, WBIX, WRGA-FM and WLAQ—operate, as well as the hours of operation, location of studios and transmitters, dates the stations were established, names of the licensees, and the names of each station's president, manager, assistant manager or director, engineer and other personnel. In addition, a three-paragraph story on the front page of the same issue of the *Herald* announced the fact that Rome's newest radio station, WLAQ, was to take the air the following week. WLAQ, owned by News Publishing Co, which publishes *Rome News Tribune*, operates with 1 kw on 670 kc.

Midwestern NBC Station Representatives Confer

ANNUAL MEETING in Chicago of NBC officials and representatives of the network's Midwest affiliates was held March 13, 14 and 15. One hundred station representatives attended the closed sessions in the Drake Hotel.

Speakers representing NBC included Niles Trammell, network president; Clarence L. Menser, vice president in charge of programs; Charles P. Hammond, advertising and promotion director; Sidney H. Eiges, Press Department manager; Ken R. Dyke, vice president in charge of broadcast standards; and William S. Hedges, vice president in charge of planning and development.

The March 15 session also included talks by John F. Royal, NBC vice president in charge of television; Hugh M. Beville Jr., network's research director, and Frank M. Russell, vice president in charge of NBC's Washington headquarters.

Rules Revised

REVISED Rules and Regulations Governing Aeronautical Services were adopted by FCC March 10 and will become effective May 1, the Commission announced last Monday. The changes were proposed by the Commission in January, amended March 6 and debated in oral argument before the FCC on March 10.

FM Hookup Using Landlines Planned

3 Stations to Carry Weekly AAF Symphonic Band Concerts

A THREE-STATION FM hookup, said to be the first in FM employing landlines rather than radio relay, has been arranged to carry a series of weekly concerts of the AAF Symphonic Band to listeners in the Washington, Baltimore, and New York area.

The programs, each Wednesday from 8:30 to 10 p.m. starting March 26 and extending through May 7, will be broadcast by WASH Washington, WITH-FM Baltimore, and Prof. Edwin H. Armstrong's high and low-band stations at Alpine, N. J., W2XMN and W2XEA.

WASH, which will originate the broadcasts is constructing a special stage to accommodate the 65-piece band in the Dept. of Interior Auditorium, Washington, where the concerts will be presented. Maj. George S. Howard is commanding officer and conductor.

Officials of WASH said 8,000-cycle lines would be used to carry the broadcasts to the Baltimore and Alpine stations, and that it was the first known FM "network" using landlines rather than radio relay.

The AAF, in an announcement of the concerts, pointed out that the band made one previous FM broadcast and that "calls praising the brilliance of music quality ... were so numerous, limited switchboard facilities at the Dept. of the Interior building were pitifully overtaxed by the unexpected reaction."

KVOE Santa Ana, Calif., Increases Power to 1 kw

KVOE Santa Ana, Calif., 250 w station on 1480 kc and an affiliate of Don Lee-Mutual, increased its power to 1 kw on March 12. Besides new RCA 1-K transmitter, equipment includes latest in Presto dual-table recording apparatus.

Licensee of KVOE is Voice of the Orange Empire Inc., Ltd., with Ernest L. Spencer president and general manager. Larry S. Nicholson is sales manager, Wallace S. Wiggins program director and chief engineer, and Cecil G. Stephens assistant program director. Other personnel includes Stanley G. Guenther, technician; Dan Hein, operator-engineer; Lesley E. Chatfield, chief announcer; Herb Smith, announcer; Marjory Marsh, promotion manager.

KRUX Radio Arizona

KRUX, new Phoenix station which went on the air March 5 [BROADCASTING, March 10], was incorrectly identified as key station of the Arizona Network. KOY is the Arizona Network's key station. KRUX is identified with the new Radio Arizona Network. BROADCASTING regrets the error.

★

The heart of entertainment has always been music.

The heart of American music is ASCAP

AMERICAN SOCIETY of COMPOSERS AUTHORS PUBLISHERS

The Complete Music Repertoire...

Down through the years it has been the professional ASCAP composer who has provided the foremost dance music, popular ballads, chorales, religious, concert and symphonic works.

There is no substitute for talent . . . and for more than three decades ASCAP has had the privilege of representing the leading talent in the field of music.

Today the Society is proud to offer the commercial user of music, through its licensing program, this comprehensive repertoire by the foremost authors and composers of America. Without an ASCAP, every organization or enterprise which uses music would be obliged to contact individual copyright owners to obtain permission to use their copyright works. That such a chaotic situation does not exist is due in part to the Society. With an ASCAP license, the music that means most to America is immediately available.

45 ASCAP

The American Society of Composers, Authors and Publishers

30 Rockefeller Plaza, New York 20, N.Y.

AGENCIES

JACK G. MAUDER, former account executive and director of publicity at Platt-Forbes, New York, has joined Dorland International-Pettingell & Fenton, New York, as assistant to **CHARLES B. STRAUSS,** vice president.

LEROY B. BLOCK, formerly with sales promotion staff of Musicraft Records, New York, has joined Grey Adv., that city, as assistant account executive.

PATRICIA HEYMAN, former editor of Fur Fashions, New York, and **LUCY HALL,** previously on editorial staff of Vogue Magazine, that city, have joined agency's copy department. **BURTON ZEINER,** formerly with Blow Co., New York, has joined agency as assistant traffic manager.

CHESTER J. WRIGHT, production manager of Buchanan & Co., New York, has resigned.

HUTZLER Adv., Dayton, Ohio, has been elected to membership in American Assn. of Adv. Agencies.

AUSTIN C. LESCARBOURA, head of Austin C. Lescarboura & Staff, Croton-on-Hudson, N. Y., has been awarded order of "Officier de l'Instruction Publique" by French Government, in recognition of "technical services rendered for many years past."

DON PONTIUS, for 11 years with Co-operative Sales at MBS Chicago, has joined Hill Blackett & Co., as assistant to Media Director **FRANK READ.**

IRWIN S. RICHLAND, former account executive at Dorland International-Pettingell & Fenton, New York, and Lester Harrison Inc., New York, has opened own advertising agency, Irwin S. Richland Co., with offices at 59 West 46 St., New York.

ORA DODD, former director of publicity at Radcliffe College and previously with Yankee Network and KYA San Francisco, has joined James Thomas Chirurg Co., Boston, as assistant to vice president in charge of research.

HILLMAN-SHANE Adv., Los Angeles, has started series of monthly round table forum-luncheon meetings with clients, publishers representatives and prominent Southern California economists participating. Subjects discussed are "Six Merchandising and Advertising Problems of the Month."

DORIS BALLARD has been appointed San Diego manager of Howard Tullis Co., Los Angeles.

KERMIT RICHARDSON, production manager of Pardee, Cash & Assoc., Hollywood, has been named account executive. **RICHARD GANO** of agency's production staff replaces Mr. Richardson as production head.

JOE PARKER, producer of Blow Co., Hollywood, has resigned to freelance.

SHERMAN & MARQUETTE Inc. has moved Hollywood offices to 6331 Hollywood Blvd. Telephone is Hollywood 5131.

HARRINGTON & BUCKLEY Adv., San Francisco, has opened Los Angeles offices at 5816 Wilshire Blvd. **GEORGE WHITNEY,** recently resigned business and commercial manager of KFI Los Angeles, who joined agency as partner [BROADCASTING, Feb. 10], is manager of newly established offices.

BETTY SEELEY BISHOP, former fashion copy writer of J. W. Robinson Co., Los Angeles (department store), has joined Abbott Kimball Co., that city, as account executive, replacing **KAY C. JONES,** resigned.

ROBERT L. NOURSE Jr., Pacific Coast manager of Dorland International-Pettingell & Fenton, Los Angeles, is in New York conferring with home office executives on summer-fall business.

T. E. RACKSTRAW, formerly with Stewart-Lovick, Toronto, and former radio director of James Fisher Co., that city, has joined Spitzer & Mills, Toronto, in media department.

H. KENNETH BROWN, Army veteran formerly with Graphic Arts Unit of Dept. of Interior, has joined Henry J. Kaufman & Assoc., Washington, as production manager, succeeding **LOUIS KAUFMAN.**

ALICE GARDNER, former copy writer of Pardee, Cash & Assoc., Hollywood, has joined Atherton & Co., that city, in similar capacity.

LOUIS H. WINTERS, former advertising manager of Eloesser-Heyneman Co., San Francisco (work clothes mfgs.), has joined Brisacher, Van Norden & Staff, that city, as assistant production manager. **ED PITNEY,** formerly with Young & Rubicam, and Donahue & Coe in New York, has joined agency's copy staff.

AD KLEIN, former account executive of Blow Co., San Francisco, has joined Leon Livingston Adv., that city, in similar capacity.

JACK VAUGHN, for 12 years KIEV Glendale, Calif., salesman, has joined Pat Patrick Co., Glendale.

THOMAS W. RICHEY, account executive at Ruthrauff & Ryan, New York, has been named to agency's plans board. He formerly was assistant advertising manager of Standard Brands, New York.

JIM WARD, president of Jim Ward & Co., Hollywood-Chicago agency, is the father of twin girls, Maria and Mary.

DONALD J. DICKENS, formerly with Buchen Co., Chicago, has joined H. M. Klingensmith Co., Canton, Ohio, as copy chief.

DAN WETTLIN Jr., former account executive with Lamb, Smith & Keen, Philadelphia, has joined S. E. Roberts Inc., that city, in similar capacity.

ALDIS P. BUTLER, formerly with Ruthrauff & Ryan, New York, has joined Doherty, Clifford & Shenfield, that city, as account executive.

JAMES W. JOHNSON, account executive of Rickard & Co., New York, has been elected a vice president.

DAVID OLEN & Assoc., Los Angeles, has changed name to **OLEN-FRIEDEL ADV.,** with **DAVID OLEN** and **LEONARD L. FRIEDEL** as partners. Offices continue at 403 W. 8th St. Mr. Friedel has been active as agency copy chief and account executive for past year.

DON STAUFFER, vice president of Sullivan, Stauffer, Colwell & Bayles, New York, is in Hollywood conferring with **JACK VAN NOSTRAND,** head of Hollywood office.

PEYTON CARROLL, formerly with Foote, Cone & Belding, Hollywood, has been named public relations director of Western Adv., Los Angeles.

PEARLE N. CLEMENTS, former copy writer of Lyle Hosler Adv., Peoria, Ill., has joined Emil Reinhardt Adv., Oakland, in similar capacity.

WILL GRANT Adv., Los Angeles agency, has moved to new offices at 315 West Ninth St.

THOMAS C. WILSON has withdrawn from Wilson, Foran & Assoc., Las Vegas, to devote full time to Thomas C. Wilson Adv., Reno. Former agency's name continues unchanged.

FOOTE CONE & BELDING, New York, has resigned account of Petroleum Advisers Inc., New York, sponsors of City Service program, Fri. 8-8:30 p.m., on NBC. Account has not named another agency as yet and will continue to be handled by FC&B until sponsor appoints new agency.

Duane Jones Plans Award For Best Employe Ideas

AT THE FIFTH anniversary celebration of the Duane Jones Co., held at the Metropolitan Club, New York, on March 15, announcement was made by Mr. Jones, president, of a Duane Jones annual award to be granted to agency employee who produces the advertisement or idea that sells the most goods per dollar spent in 1947. The award trophy will be on view in the agency's reception room until its presentation at the sixth anniversary next year.

Mr. Jones also revealed that the agency which started with three people and $1,200,000 in billings in 1942, now has 31 accounts and total billings of $12,500,000 for 1947.

The agency has run full page ads in various newspapers entitled "Why not an award for the ad that sells the most goods?" explaining its award plan.

WPAB Transfer

CONSENT is asked of FCC in application filed last week for transfer of control of WPAB Ponce, P. R., from present group of stockholders to the same group with the exception of Miguel Saltero Palermo, deceased. Mr. Palermo held 100 shares (34%). In his place in the new group is his widow, Inocencia Bigay Vda. Saltero, acting as judicial administrator of the estate. No money is involved in the transaction. Another application will be filed upon distribution of the 100 shares, the present request stated.

DON FRANCISCO, vice president of J. Walter Thompson Co., New York, will be principal speaker at second annual Distribution Congress and 12th annual convention of National Federation of Sales Executives in Los Angeles Biltmore Hotel, June 2-4.

MILTON GROSSMAN, former advertising and marketing research manager of Inter-Coastal Co., Los Angeles, has joined Hillman-Shane Adv., that city, as director of merchandising.

JACK DAVIS, announcer-actor-writer-producer, has joined Ball & Davidson Adv., Denver, as writer-producer.

SYKES Adv., Pittsburgh, has been elected to membership in American Assn. of Adv. Agencies.

TO BOLSTER public acceptance of television, Los Angeles Times is running daily video listings of Paramount's KTLA and Don Lee's W6XAO.

50,000 watts is a lot of radio

KMPC*

710 KC—LOS ANGELES

G. A. RICHARDS, PRESIDENT

R. O. REYNOLDS, VICE-PRES. & GEN. MGR.

*Power Coming

On The Air

Atlanta's New WBGE

MIKE BENTON, President

MAURICE COLEMAN, General Manager

This is November Sixth St., so named because on that day the City of Memphis voted overwhelmingly for TVA power.

Perhaps some day there'll be an "Aug. 1st Street" in Memphis

Aug. 1—that's an important day in Memphis history also. That's the day WHHM first went on the air.

Now, a little more than seven months later—look at the robust Hoopers* enjoyed by WHHM—the freshest concept in Memphis broadcasting.

We've found it pays to be independent but not aloof—for we cater to the desires of an appreciative audience for alert programming, music that's so easy to listen to . . . sports (ALL local play by play broadcasts) . . . news . . . in fact everything to keep audience attention at its peak.

The Avenue to Stepped-up Sales is plainly Marked - - - WHHM

**WHHM delivers More Listeners per Dollar in Memphis*

WHHM MEMPHIS, TENNESSEE

THE MID-SOUTH'S 24 HOUR STATION

Represented by FORJOE & CO.

WTAG MODERN KITCHEN

Housewives of Worcester and central New England go all out for WTAG's Modern Kitchen—and for good reasons, too. So do advertisers for equally good reasons. Gretchen Thomas speaks with friendly authority five days a week on everything connected with the kitchen—preparation of food, shortcuts to economy, the art of home making. Housewives abide by and are grateful for her recommendations. Just as Gretchen Thomas is a big favorite with thousands of central New England housewives, so do advertisers find this popular program a peak spot to keep brand names alive in this prosperous $300,000,000 market.

Available for food account participation.

WTAG
PAUL H RAYMER CO.
National Sales Representatives
BASIC CBS
WTAG-FM
WORCESTER
580 KC
5000 WATTS
AFFILIATED WITH THE WORCESTER TELEGRAM-GAZETTE

PRODUCTION

WILLIAM A. BRABSON, announcer at WSTV Steubenville, Ohio, has been named chief announcer. He has been with WSTV two years, following service in the Army.

ROBERT F. SHIELD, former production manager of KDKA Pittsburgh, and since Army discharge, freelancing in Baltimore as writer-producer - director, has been appointed program director of KULA, new 10,000 w Honolulu station on 690 kc now under construction. Mr. Shield previously was with WOSU Columbus, Ohio. In Army he produced radio shows for three years.

Mr. Shield

JOHNNY GROVES, Army veteran, has joined production staff of KGW Portland, replacing **HUGH SMITH,** who resigned to become advertising manager of Hawaii laundry firm.

PATTIE FIELD, former U. S. vice consul, commentator on State Dept. activities for NBC, and expert on protocol for MBS, has joined program department of Sun Country Broadcasting Co., Phoenix, Ariz.

HUGH HARPER, formerly with WBCM Bay City, Mich., and KSCJ Sioux City, Iowa, has joined WPEN Philadelphia, as continuity director. **FREDDIE KING,** former New England bandleader, has joined WPEN writing staff.

SALLY STRYKER has joined continuity department of WOAI San Antonio. **JOYCE BROWN,** member of station's continuity department, has transferred to transcription programming, succeeding **FREDA SEMAAN,** resigned.

HARRY EINSTEIN, star of NBC "Meet Me at Parky's," has prepared lecture series on "Radio's Role in Civic Enlightenmerit," to be given at summer schools in Southern California starting in July.

ALEEN LESLIE, writer of NBC "Date With Judy," is the mother of a boy.

GWENN DAVIES, radio actress heard on CBS "Lets Pretend" and "Aunt Jenny" programs, is to be married March 30 to Lawrence Greenhaus, chemical engineer.

JOHN MURRAY and **BEN FREEDMAN,** writers on NBC "Red Skelton Show," are collaborating with Dr. Hilaire Hiler, consulting psychiatrist, on book dealing with psychology of comedy writing.

JUNE HERRICK, former continuity director of WIBA Madison, Wis., has joined KECA Hollywood as secretary to **WILLIAM J. DAVIDSON,** program director.

JOHN McCLAY, program director of WPEN Philadelphia, is the father of a girl, Judith Craven.

JOHN BOGUE, director of WOR New York music library, is the father of a girl, Suzanne.

EDWARD SCOTCH, ABC producer, March 20 conducted second radio clinic of Practical Advertising course, sponsored by Chicago Federated Ad Clubs and Women's Ad Club of Chicago, at ABC Chicago studios.

ED CASHMAN, producer-director of Hoagy Carmichal show sponsored by Luden's cough drops on CBS, leaves to produce and direct the new Tony Martin show, sponsored by Texas Co. on CBS starting March 30.

JIMMY MURPHY, CBS Hollywood sound effects technician, is the father of a girl.

EDDIE GALLAHER, record m.c. and special events reporter for WTOP Washington, has been named "America's number one spinner of hits" by Hudson Music Corp., New York. Citation was made for Mr. Gallaher's promotion of "Huggin' and Chalkin," song published by Hudson firm.

JOHN HOLBROOK, formerly of WCN Chicago, has been signed as commercial announcer on five weekly quarter hour transcribed "Moon Dreams" on KGFJ Hollywood. Sponsor is John F. Whitehead & Assoc., Los Angeles.

TED HALLOCK, musical and publicity director of KUGN Eugene, Ore., has been named program manager. **AUSTIN B. CHANEY Jr.** is now director of publicity and promotion.

RUBY MORGAN has replaced **GRACE JACKSON** in farm program department of KGW Portland.

FELIX ADAMS Jr., former program director of KOB Albuquerque, N. M., has joined announcing staff of WCKY Cincinnati.

EARLE C. FERGUSON, production manager of KOA Denver, is recuperating from emergency appendectomy.

WARREN C. DURHAM, formerly with WGOV Valdosta, Ga., has joined announcing staff of WIBX Utica, N. Y.

BRUCE LEE and **ANDY ANDERSON** have joined announcing staff of WHIT New Bern, N. C.

STEVE ALLEN, writer-producer-actor of MBS "Smile Time," is the father of a boy, Brian.

GORDEN LAWHEAD, chief announcer at WHBQ Memphis, is the father of a boy, James.

JACK DIX, formerly with Mid-South Network, Columbus, Miss., has joined announcing staff of WHBQ Memphis.

GENE ROTH, staff announcer at KWSC Pullman, Wash., has been appointed music librarian. Mr. Roth also is the father of a boy, Garry Michael.

ARTHUR MacKELVIE, former announcer with KWSC Pullman, Wash., has joined announcing staff of KHQ Spokane.

HELEN FLINT, formerly with special events department of KWSC Pullman, Wash., has joined KEIO Pocatello, Idaho, in similar capacity.

RONALD DAWSON, writer at CBS New York, has been signed by Hoot Script Service, that city, to write 26 half-hour dramatic scripts, which they will syndicate throughout U. S. and Canada.

State FM Group Planned By Broadcasters in N. C.

STATEWIDE organization of North Carolina FM broadcasters will be formed in Wilson on April 21 as an affiliate of the national FM Assn. launched in Washington, D. C., in January. All FM broadcasters and applicants for FM licenses in North Carolina will be invited to join the new organization.

Plans for the meeting at Wilson were made March 14 at a meeting of the proposed new FM group's steering committee at Raleigh. Attending were Allan Wannamaker, WGTM and WGTM-FM, Wilson; E. Z. Jones, WBBB and WBBB-FM, Burlington; Keith Byerly, WBT and WBT-FM Charlotte; Josh L. Horne, *Rocky Mount Telegram*; Gaines Kelley, *Greensboro News-Record;* Harold Essex, WSJS, WMIT and WSJS-FM Winston-Salem. Seventh member of the steering committee, Richard A. Dunlea, WMFD Wilmington, was unable to attend.

George Lavoie

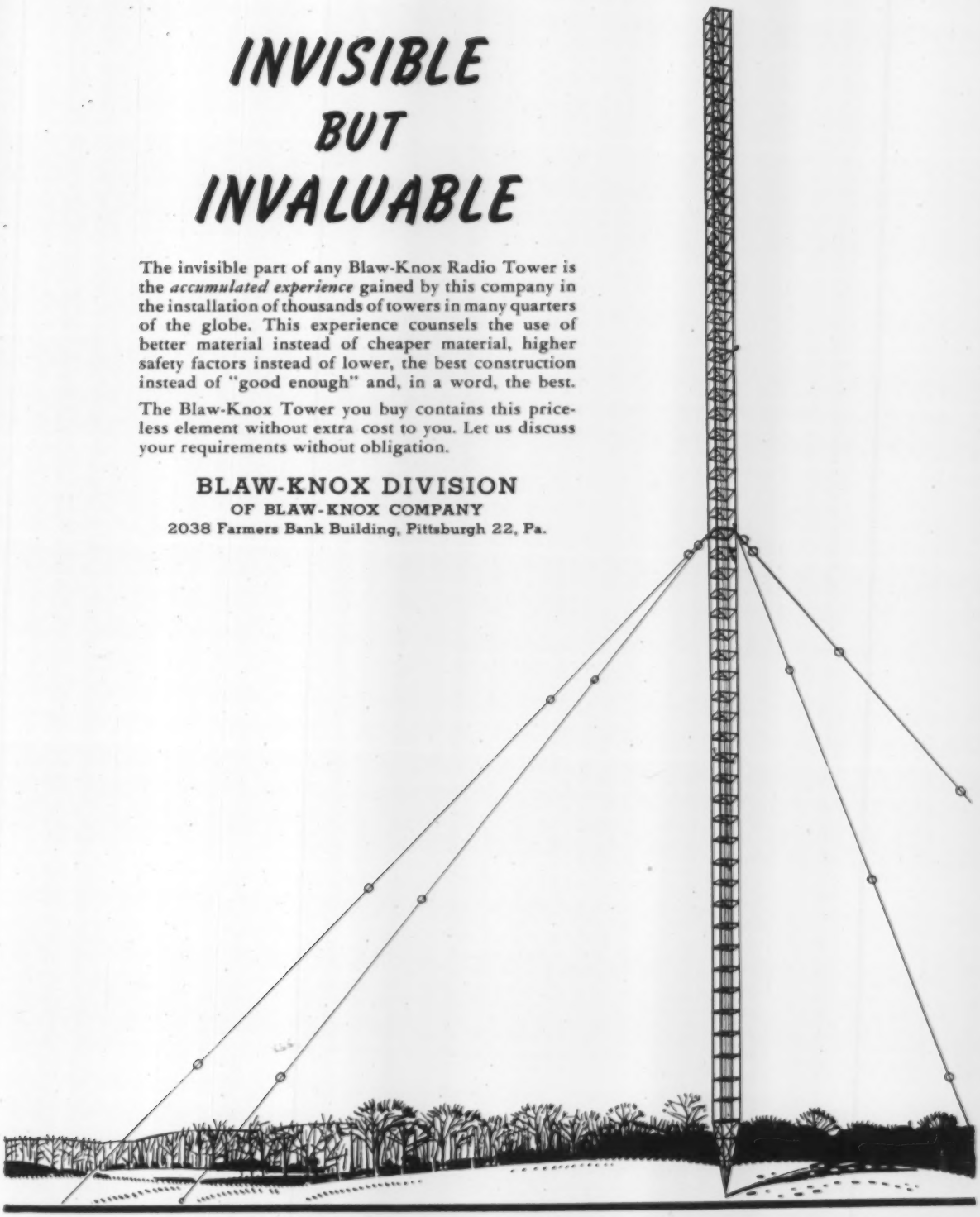
GEORGE LAVOIE, 67, manager of CJBR Rimouski, died on March 9 at his home after a short illness.

INVISIBLE BUT INVALUABLE

The invisible part of any Blaw-Knox Radio Tower is the *accumulated experience* gained by this company in the installation of thousands of towers in many quarters of the globe. This experience counsels the use of better material instead of cheaper material, higher safety factors instead of lower, the best construction instead of "good enough" and, in a word, the best.

The Blaw-Knox Tower you buy contains this priceless element without extra cost to you. Let us discuss your requirements without obligation.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh 22, Pa.



BLAW-KNOX ANTENNA TOWERS

Broadcasting Again to Take Top Role In Promoting Treasury Bond Campaign

BROADCASTING will be the No. 1 medium in promoting the Treasury's new bond selling drive, to be conducted in June and July when a new "Buy a Bond a Month Plan" is introduced to supplant the payroll deduction plan, despite increased participation by other media.

Plans for media participation were drawn up at a meeting held in Washington Wednesday at which Secretary of the Treasury John W. Snyder explained the debt situation. Idea of the new campaign is to broaden the base of ownership of the $260,000,000,000 national debt, he explained. Individual purchases are expected to replace bonds held by banks, exchanging short-term for long-term debt. The plan has been tested in several states.

Persons who agree to buy a bond each month will sign a card directing a bank to debit their account each month, with bonds mailed to buyers monthly in franked envelopes by the Treasury. E-Bond sales have been increasing since V-J Day, according to Secretary Snyder. He said bankers report a trend to old-fashioned ideas of thrift, living within income and paying debts.

Treasury radio campaign material will include transcribed programs, transcribed spots and live spots. The Advertising Council has arranged with advertisers to place bond messages on sponsored network programs with a total of 300,000,000 impressions per week.

NAB will arrange for messages to appear on network sustaining programs and also will arrange participation of individual stations. In charge of this phase is Arthur C. Stringer, NAB director of special services, who attended the bond meeting as industry representative.

Time and space to be donated to the campaign will total $10,000,000, the Advertising Council estimates.

130 Stations Have 'Mikes' As Local Weather Bureau

MICROPHONES are maintained by 130 broadcast stations in Weather Bureau offices, according to an article by Charles B. Carney in the March *Domestic Commerce*, published by the Dept. of Commerce. Mr. Carney, of the Division of Reports & Forecasts Weather Bureau, points out that the broadcasts include local and national forecasts and summaries of weather.

The latest forecasts, as a result of the broadcasts, thus are made available to merchants even in the smallest towns, Mr. Carney says in the article, titled "Weather Bureau Service to Retail Business."

A SUPER SHOW — A SUPER SALESMAN

Completely Transcribed

"HYMN TIME"

featuring

SMILIN' ED McCONNELL

78 QUARTER-HOUR TRANSCRIBED SHOWS

Over 12 years of network broadcasting, with a following numbering millions, and a record of sales that runs into the millions of dollars . . . facts substantiated by sponsors and stations alike. 78 QUARTER HOUR PROGRAMS COMPLETELY TRANSCRIBED Now available for one or more times weekly. A natural for local advertisers with small budgets who want a big-time network star.

Audition samples of 2 programs available on request at $2.50 deposit. Refundable on return or credited in event of sale.

OTHER SPONSORS General Foods • Pillsbury Feed • Acme Paint • Brown Shoe Co. Tuxedo Feeds • Kentucky Utilities • A & K Super Markets • Crystal Rug Co.

For details and rates, write, wire or phone

CHARLES MICHELSON, inc.

Pioneer Program Producers Since 1934

67 WEST 44th STREET, NEW YORK 18, N. Y. • MUrray Hill 2-3376 — 5168

ALLIED ARTS

CLYDE E. DICKEY, recently returned form one-year assignment in Italy for IT&T, has been appointed general sales director of Federal Telephone & Radio Corp., Clifton, N. J., manufacturing associate of IT&T.

E. A. TRACEY, president of Majestic Records and Majestic Radio and Television Co., New York, is in Hollywood for two weeks to check Burbank plant and local video situation.

ETHLYN BROOKWALTER, senior field representative of Los Angeles AFRA, and Stanley Howard Ellis, chemical engineer, are to be married March 24.

BEBE DANIELS, film actress and executive producer of Hal Roach Studios, Culver City, Calif., has made agreement with **ENTERPRISE RECORDS** to establish new juvenile record department under name of **BEBE DANIELS PRODUCTIONS** in Hollywood. She will produce children's records exclusively.

LAWRENCE M. BRAUN, former vice president of Electronic Corp. of America and ECA International Corp., in association with **SAMUEL DAVIS**, former assistant purchasing agent of these corporations, have formed **UNIVERSAL MART ASSOC. CORP.** Offices are at 15 Moore St., New York.

ROBERT C. BLACK, former director of advertising and public relations for automotive division of Earl C. Anthony Inc., Los Angeles, and later in recording division of KFI, that city, has joined Bishop & Assoc., Los Angeles.

DAVID TYTHERLEIGH, Hollywood district manager of ASCAP, is the father of a girl.

LEONARD JACOB II, former second vice president of International Telephone and Telegraph Corp., New York, has been elected a vice president of firm. He has been with IT&T for more than 20 years.

LANCE C. BALLOU Jr., Navy veteran, has been appointed promotion manager of U. S. Television Mfg. Corp., New York. Mr. Ballou recently completed survey tour of television cities from coast to coast.

PIERRE F. MARSHALL, former head of advertising for McCormick & Co., Baltimore, has been appointed advertising manager of Magnavox Co., Fort Wayne, Ind. (radio-phonographs).

FRANCES HYSLOP, formerly with research division of Kenyon & Eckhardt, New York, has joined Selling Research Inc., that city.

CHARLES MICHELSON Inc., New York, has issued report on orders for new Michelson Porto-Playback machine received since first of year. Report includes 62 stations, 19 advertising agencies, 15 transcription companies, 6 schools and 3 publishers.

Expands TV Schedule

GENERAL FOODS Corp., New York, which recently contracted with WCBS-TV New York to co-sponsor with Ford Motor Co. that station's telecasts of the 77 home games of the Brooklyn Dodgers this year, last week announced that its video schedule will include both other New York television stations. On WNBT (NBC) the foods concern will sponsor a full-hour telecast each Thursday evening. Details are not set, but it is anticipated that 30 minutes of that time will be devoted to a video version of *Juvenile Jury*, sponsored by General Foods on Mutual. Company's WABD (Du Mont) schedule calls for five weather reports weekly. As with the baseball telecasts, various products will be featured on the commercials, with three agencies involved in their preparation—Benton & Bowles, Foote, Cone & Belding, and Young & Rubicam.

The Sun never sets on Presto Recording Equipment

▶ There's hardly a spot on the globe that isn't within hearing distance of Presto equipment. The reason lies in the unadorned merit of the equipment itself. Engineers are not easily taken in by fine phrases relating to the equipment they use. It is always the performance that counts.

▶ The record of Presto firsts in the recording field is long and imposing. Presto creative engineering plus precision manufacture have kept Presto in the forefront for more than a decade. This is evidenced by the high regard in which Presto equipment is held, not only in this country, but everywhere in the world. It all adds up to this supportable statement: Engineers prefer Presto for performance.

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RECORDING CORPORATION
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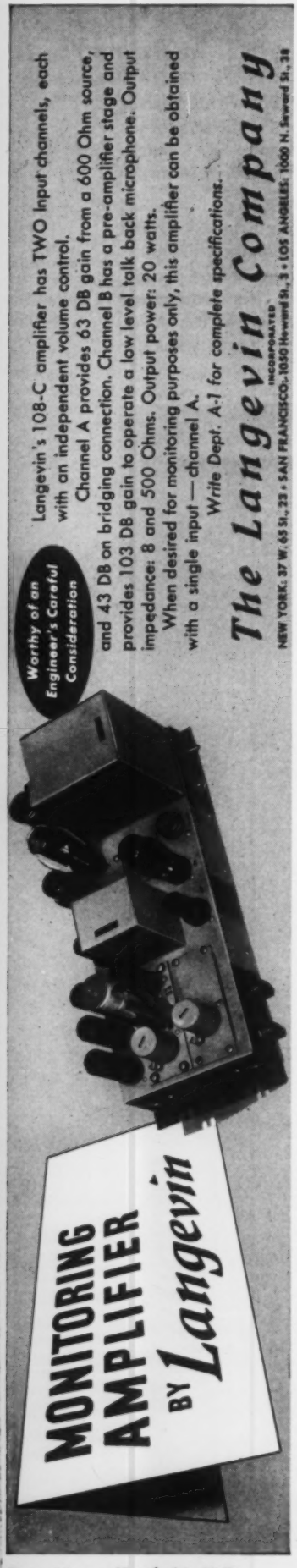
Walter P. Downs, Ltd., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT & DISCS


MONITORING AMPLIFIER
BY Langevin
Worthy of an Engineer's Careful Consideration
Langevin's 108-C amplifier has TWO input channels, each with an independent volume control.
Channel A provides 63 DB gain from a 600 Ohm source, and 43 DB on bridging connection. Channel B has a pre-amplifier stage and provides 103 DB gain to operate a low level talk back microphone. Output impedance: 8 and 500 Ohms. Output power: 20 watts.
When desired for monitoring purposes only, this amplifier can be obtained with a single input — channel A.
Write Dept. A-1 for complete specifications.
The Langevin Company
INCORPORATED
NEW YORK: 37 W. 65 St., 23 • SAN FRANCISCO: 1050 Howard St., 3 • LOS ANGELES: 1000 N. Seward St., 38

ACTIONS OF THE FCC

MARCH 14 TO MARCH 20

CP-construction permit	ant.-antenna	cond.-condition(s)
DA-directional antenna	D-day	LS-local sunset
ERP effective radiated power	N-night	mod.-modification
ST-studio-transmitter	aur-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis-visual	unl.-unlimited hours

March 14 Decisions . . .

BY COMMISSION EN BANC

Midland Bcstg. Co., Kansas City—Denied petition insofar as it requests reconsideration of Commission's action of Jan. 23, 1947, designating petitioner's application for hearing and reinstatement of Oct. 31, 1946 grant. Insofar as petition requests deletion of issues relating to interference with stations KWTO, KLZ, WIBW and KSAC, said petition is granted and issues 4 and 5 are revised. Further ordered that Ozarks Bcstg. Co., licensee of KWTO Springfield, Mo., KLZ Denver, WIBW Topeka and KSAC Manhattan, Kan., are removed as parties to this proceeding.

WLIB New York—Granted in part petition to enlarge the issued adopted July 18 and Aug. 29, 1946, in proceeding involving petitioner's application and application of WOWO to determine whether alternative DA pattern for nighttime operation of WOWO as set forth in WLIB Exhibit 34, Fig. 32-A, and associated material, is suitable for use by WOWO etc. Notice is given that this action is not to be construed in any way as having effect of constituting an amendment to any above application within meaning of the Rules and Standards.

WKMH Dearborn, Mich.—Denied petition for enlargement of issues in consolidated hearing involving its application and applications of Wyandotte Bcstg. Co. and Wyandotte News Co.

Community Bcstg. Co., Toledo, Ohio—Severed from consolidated hearing application of Community Bcstg. Co. and authorized conditional grant for Class B FM station, subject to further review and approval of engineering details.

ACTION ON MOTIONS
(By Commissioner Jett)

Sherron Metallic Corp., New York—Granted petition to dismiss without prejudice application for television CP.

Frank Andrews, Modesto, Calif.—Granted petition to dismiss without prejudice application for CP.

Montana Bcstg. and Television Corp., Missoula, Mont.—Granted petition to dismiss without prejudice application for CP.

Missoula Radio Assn., Missoula, Mont.—Commission on its own motion removed from hearing docket application for CP.

Texas Star Bcstg. Co., San Antonio, Tex.—Granted petition for waiver of Rules and accepted written appearance in re application.

Meroco Bcstg. Co., Greeley, Col.—Granted petition for leave to amend application so as to show addition of M. H. Ricketts as stockholder and director of applicant corporation, etc.

East Side Bcstg. Co., Kirkland, Wash.—Granted petition for leave to amend application so as to give revised information concerning business activities of applicant and its financial status etc.

Great Trails Bcstg. Corp., Dayton, Ohio—Granted petition requesting leave to submit corrected exhibits regarding its program analysis in re application for FM station.

Radio Voice of Springfield, Inc., Springfield, Ohio—Same.

WAIM Anderson, S. C.—Granted petition for waiver of Rules and accepted written appearance in re application of Union-Carolina Bcstg. Co.

Beloit Bcstrs. Inc., Beloit, Wis.—Granted petition for leave to amend application so as to specify 500 w instead of 1 kw.

Standard Tobacco Co. Inc., Maysville, Ky.—Granted petition for leave to amend application for CP so as to show changes in contours and populations proposed to be served.

Community Bcstg. Co., Fort Worth, Tex.—Granted petition requesting continuance of hearing on its application presently scheduled for March 21, and continued said hearing to May 22 at Fort Worth.

KVN Co., Holland, Mich.—Granted petition to dismiss without prejudice its application for CP.

Holland Bcstg. Co., Holland, Mich.—Commission on its own motion removed from hearing docket application for CP.

WFBR Baltimore—Denied petition for enlargement of issues in re consolidated hearing involving applications of WTNJ (Dockets 5893 and 6161, et al); exceptions noted by counsel for petitioner.

WHLS Port Huron, Mich.—Granted petition for continuance of hearing upon application for renewal of licensee presently scheduled March 20; continued same to May 26.

KDAL Duluth, Minn.—Granted petition for continuance of hearing upon application for CP presently scheduled for March 24; continued same to April 28.

Edwin Mead, Rockford, Ill.—Dismissed as moot petition requesting leave to amend application for CP.

Runnels County Bcstg. Co., Ballinger, Tex.—Granted petition for continuance of consolidated hearing on application and that of The Concho Valley Bcstg. Co. presently scheduled March 17 at San Angelo; continued same to May 26 at San Angelo and May 27 at Ballinger.

Panhandle Bcstg. Corp. and Voice of Amarillo, Amarillo, Tex.—Commission on its own motion continued consolidated hearing on these applications presently scheduled for March 24 at Amarillo, to March 27 at Amarillo.

KVAK Atchinson, Kan.—Granted petition requesting continuance of hearing in re applications in Dockets 7560 and 7562; continued same from March 24 to April 21.

A. S. Abell Co., Baltimore, and Berks Bcstg. Co., Reading, Pa.—Granted petition requesting continuance of hearing upon applications presently scheduled March 21 and continued same to April 18.

Hillsdale Bcstg. Co. Inc., Hillsdale, Mich.—Commission on its own motion continued consolidated hearing upon applications in Docket 7941, et al, presently scheduled March 20 at Hillsdale, March 21 at Pontiac and March 22 at Detroit, to March 31 at Hillsdale, April 1 at Pontiac and April 2 at Detroit.

March 14 Applications . . .

ACCEPTED FOR FILING

AM—1290 kc

Alaska Bcstg. Co., Fairbanks, Alaska—CP new AM station 1290 kc 1 kw unl.

AM—1340 kc

Alaska Bcstg. Co., Seward, Alaska—CP new AM station 1340 kc 250 w. specified hours.

Remote Pickup

Wm. Odessky, Portable, area of Southern Calif.—CP new remote pickup station on 33.38, 35.02, 37.62 and 39.82 mc, 2 w emission AM3.—AMENDED: to change area from Southern California to area of San Francisco, south to Mexican border.

AM—1450 kc

Deland Bcstg. Co., Deland, Fla.—CP new AM station 1450 kc 250 w unl. Contingent upon WMFJ being granted a change of facilities.

Modification of CP

KFH-FM Wichita, Kan.—Mod. of CP which authorized new FM station to change ERP to 175 kw; make changes in ant. system and change commencement and completion dates.

AM—1240 kc

Cumberland Pub. Co., Pikesville, Ky.—CP new AM station 1240 kc 250 w unl.—AMENDED: to change studio location and specify transmitter location.

Modification of CP

KSIG Crowley, La.—Mod. of CP as modified, which authorized new AM station, to make changes in ant. and change type of trans. (1450 kc).

Modification of CP

WBOC Salisbury, Md.—Mod. of CP which authorized change in frequency, increase in power, making changes in transmitting equipment and installing DA-N, to make changes in DA for N use.

AM—1440 kc

WBCM Bay City, Mich.—CP mount FM ant. on top of AM tower and move trans.

Modification of CP

KYSM-FM Mankato, Minn.—Mod. of CP which authorized new FM station, to change ERP to 47 kw, ant. height above average terrain to 525 feet; make changes in ant. system and change commencement and completion dates.

AM—1450 kc

KFAM St. Cloud, Minn.—CP to make changes in ant. and mount FM ant. on top of AM tower.

FM—98.5 mc

WGCM Gulfport, Miss.—CP new FM station (Class B) Channel 253 (98.5 mc) ERP 2.98 kw and ant. height above average terrain 300 feet.

AM—740 kc

Heathcate Bcstg. Co., Scarsdale, N.Y.—CP new AM station 740 kc 250 w D.

Modification of CP

KBYE Oklahoma City—Mod. of CP as modified, which authorized new AM station, to change type of trans. and change studio location (890 kc).

Modification of CP

KWBU Corpus Christi, Tex.—Mod. of CP which authorized new AM station to change 1010 kc to 1030 kc—AMENDED: to change hours of operation from D to unl. using 10 kw N 50 kw D., changes in transmitting equipment and install DA for D and N use.

AM—1400 kc

North Plains Bcstg. Co., Perryton, Tex.—CP for new AM station 1400 kc 250 w unl.

AM—980 kc

Fort Bend County Bcstg. Co. Between Richmond and Rosenberg, Tex.—CP for new AM station 980 kc 250 w D.

AM—600 kc

San Angelo Broadcasters, San Angelo, Tex.—CP for new AM station 600 kc 1 kw N, 5 kw D, DA, unl.—AMENDED: to change DA-D pattern.

FM—Unassigned

The Alamo Bcstg. Co., San Antonio, Tex.—CP for new (metropolitan) FM station on frequency to be determined by FCC.—AMENDED: to change type of trans., trans. location, specify ERP as 31.2 kw and make changes in ant. system.

APPLICATION DISMISSED

FM—101.3 mc

Columbia Bcstg. System, Minneapolis—CP for new FM station Channel 267 101.3 mc, class of station rural.—DISMISSED March 13 per applicant's request.

TENDERED FOR FILING
(Since Feb. 7)

AM—1540 kc

The Littleton Co., West Hartford, Conn.—CP for new AM station 1540 kc 250 w D.

AM—1550 kc

The Southwestern Bcstg. Co. of Miss., McComb, Miss.—CP for new AM station 1550 kc 250 w unl.

March 17 Decisions . . .

BY THE SECRETARY

KFVD Los Angeles—Granted license to cover CP which authorized installation of new trans., increase in power to 5 kw and change trans. location. Conditions.

KFMO Flat River, Mo.—Granted modification of CP which authorized new station, for approval of ant., change type of transmitter, and for approval of trans. and studio locations.

WRBL-FM Columbus, Ga.—Granted modification of CP for extension of completion date to 6-1-47.

WHBB Selma, Ala.—Granted license to cover CP which authorized increase in power to 250 w and installation of new trans.

WJPR Greenville, Miss.—Granted license to cover CP which authorized installation of new transmitter.

WLOW Norfolk, Va.—Granted license to cover CP which authorized new station on 1590 kc 1 kw D, and to specify studio location.

WBIX Rome, Ga.—Granted license to cover CP which authorized new station

(*Continued on page 60*)

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UN BROADCASTS WELL RECEIVED BY RUSSIANS

IN CONTRAST to cold shoulder accorded by Soviet Government to the State Dept.'s *Voice of America* Russian-language program, a comparatively hearty official reception has been given to UN broadcasts from studios at the Lake Success, N. Y., meeting grounds.

The UN Radio Division has been broadcasting four months in five languages — Russian, English, French, Spanish and Chinese—over facilities provided by the State Dept. and the Canadian Broadcasting Corp.

Whereas *Voice of America* has been experiencing poor reception—due partly to sun spots—the UN programs have been picked up with marked success, even on ordinary five-tube sets.

The Soviets have been so impressed by the quality of UN news programs that the Moscow Radio Committee, an official government agency, has reportedly recorded many of them for rebroadcast throughout the Soviet Union, and in some cases by Radio Moscow for its foreign listeners.

Color Commentary?

READERS of the *Washington Post* last week found a two-column story headlined "CBS Loses Plea to Operate Color Television Stations" followed by a headline of equal size proclaiming "Not So Wild a Dream." No addendum to the color television story, however, the latter headline was in an advertisement of the book of the same name by Eric Sevareid, director of the CBS Washington news bureau.

WDUZ Green Bay Plans To Start About April 15

WDUZ, owned by Green Bay Broadcasting Co., will be launched about April 15 at Green Bay, Wis., Ben A. Laird, president and general manager, announces. Station has FCC authorization for fulltime operation with 250 w on 1400 kc and will be affiliated with ABC. Studios and offices, now under construction, will occupy an entire floor of Green Bay's Nicolet Bldg.

General Manager Laird formerly held a similar post at WOSH Oshkosh, Wis., and also previously was with WHBY Appleton, Wis. Besides Mr. Laird as president, officers of the company include: I. S. Kramlich, vice president and treasurer, and C. L. Kramlich, secretary. The Kramlichs, new to radio, own the Krambo chain of food stores in Wisconsin.

Robert C. Nelson is program director of WDUZ.

COMMERCIAL

ORVILLE F. LAWSON, formerly with Meneough, Martin & Seymour, Minneapolis, and previously with KRNT Des Moines, has joined The Walker Co., Minneapolis, as sales manager.

LOUISE METEER and **BOB LAMB** have joined KFOX Long Beach, Calif., as account executives.

DON STALEY, account executive of KPO San Francisco, has transferred to CBS that city, in similar capacity.

RIAL L. CAMPBELL, has been named sales manager of KVOP Plainview, Tex., succeeding **KERMIT S. ASHBY,** resigned.

BETTY ROBINSON, member of sales department of WDGY Minneapolis, has been appointed traffic manager.

PETE WATTS, formerly with various Los Angeles area stations, has been named sales manager of KYOR San Diego.

ELMER F. ANDERSON, formerly with Veterans Administration, Indianapolis, has been named grocery trade relations field representative of Indianapolis area for WLW Cincinnati.

FORJOE & Co. has been appointed as national representative for WNEX Macon, Ga.

ROBERT L. NICOL, account executive at WTTM Trenton, N. J., has been awarded Belgian Croix De Guerre with Palms, for distinguished service as pilot observer while serving with 5th Artillery Div.

HERBERT SCHORR, formerly with WSYR and WAGE Syracuse, N. Y., has joined sales staff of WOV New York.

DIANA BRISTOW, formerly with KXRO Aberdeen, Wash., has joined KWSC Pullman, Wash., as accountant.

JOHN L. PALMER, formerly with KGW and KEX Portland, Ore., has joined KOIN that city, as national advertising manager.

KFVD Los Angeles has appointed Gene Grant & Co., Hollywood, as national sales representative.

JOHN BLAIR & Co., Chicago, has been appointed national sales representative for WHB Kansas City. Appointment was made during special two day program, March 20-21, with representatives of station and Blair firm meeting to discuss program and business policy.

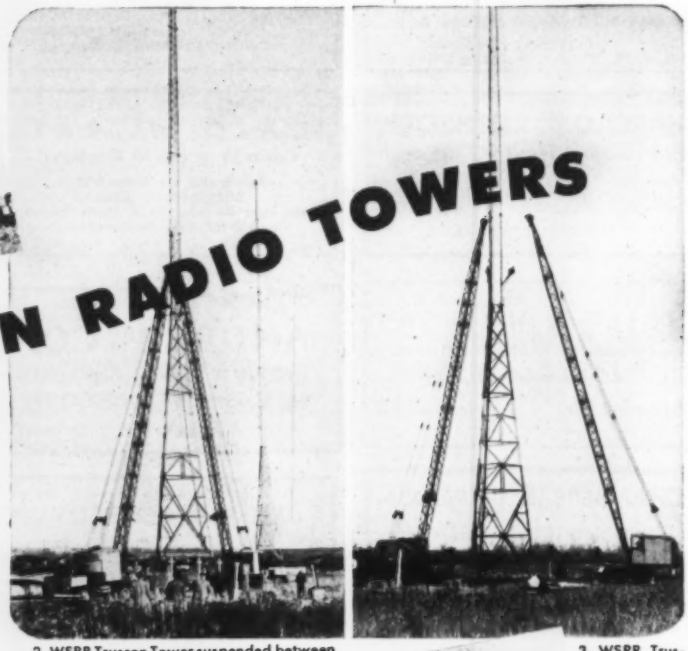
ASCAP Bill Vetoed

COPYRIGHT bill forbidding owners of musical works to operate in conjunction with other copyright owners to enforce public performance of their works was vetoed March 15 by Gov. Ralph F. Gates, of Indiana. The bill had been amended to exclude broadcast stations, networks and television. Gov. Gates said the bill is open to "serious constitutional questions" and deals with a subject which should be dealt with on a national level.

Directors to Meet

QUARTERLY MEETING of directors of Canadian Assn. of Broadcasters will be held at Toronto on April 15. Executives of CAB will report on the regional meetings held throughout Canada since they last met and will forward recommendations of member stations regarding preparation of briefs for presentation to parliamentary committees, action on CBC regulatory matters and recommendations on FM, as well as plans for the CAB annual meeting at Jasper, Alta., June 9-12.

1. WSPR Truscon Tower being lifted from old foundation.



TRUSCON RADIO TOWERS

made strong stay strong

under the most difficult service requirements

2. WSPR Truscon Tower suspended between cranes and steadied by four guys.

3. WSPR Truscon Tower on ground between old and new base.

4. WSPR Truscon Tower being set on new piers 50 feet from old location.

● WSPR, Springfield, Mass., owns and operates two Truscon Radio Towers. Recently it was necessary to move one of the towers 50 feet to a new foundation. The Truscon tower was left intact . . . even the tower lights were left in position . . . the whole job of moving, as shown by the sequence of photos here, was accomplished in two days . . . and the tower was put back into service immediately.

This is a typical example of Truscon Radio Tower ruggedness—the result of good engineering, good materials and good construction. Truscon can engineer any type of tower you desire . . . guyed or self-supporting either tapered or uniform cross-section . . . tall or small . . . AM or FM. Truscon engineering consultation is yours without obligation. Write or phone our home office at Youngstown, Ohio, or any of our numerous and conveniently located district sales offices.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Self-Supporting Radio Towers . . . Uniform Cross-Section Guyed Radio Towers . . . Copper Mesh Ground Screen . . . Steel Building Products.

WSM NASHVILLE employes joined in a pre-broadcast test of the General Electric "opinion meter," which made its national debut this month in Nashville under the sponsorship of WSM and *The Tennessean*. The electrical device, which measures degrees of opinion of an audience of 120 people in 10 seconds, was given its first air demonstration on WSM's farm show, *Noontime Neighbors*, on March 11.

Miller Leads Drive To Assist Juveniles

Calls on Stations to Take Active Role in Campaign

ALL BROADCAST stations were urged to take active part in the effort to ease the juvenile delinquency problem in a letter sent by Justin Miller, NAB president, to member stations.

Judge Miller has been in consultation with the Dept. of Justice through the Conference on Juvenile Delinquency and has been active in a committee of the American Bar Assn. The problem is urgent and must be attacked at the community level, these groups agree.

He declared radio "is ideally situated to stem-wind a nationwide drive" in communities because of its ability to arouse public awareness of the danger inherent in the problem. A series of bulletins will be sent stations and several NAB departments are gathering ideas, scripts and research material. Judge Miller's letter concluded: "I should like to be able to say that the thousand broadcasting stations that belong to NAB are going into action in a continuing fight to help American youngsters become good American citizens."

The subject is expected to come before the NAB Program Executive Committee, which meets April 1-2 at the Waldorf-Astoria, New York. Committee chairman is Merle S. Jones, WOL Washington.

SALES FIGURES ARE UP FOR GENERAL FOODS

DOLLAR SALES of General Foods Corp. in 1946 topped 1945 figures by 14.1%, marking the ninth straight year a new record high level has been reached, it was announced last week by Clarence Francis, chairman of the board.

Last year's sales were reported as $330,897,107, as compared with $290,025,096 in 1945. Net earnings, after providing $3,000,000 for contingencies, were $18,147,515, or $3.25 per share, while in 1945 they were $13,143,763, or $2.36 per share. Although no provision for contingencies was made during 1945, this was added in 1946 in lieu of the substantial increase in commodity prices during 1946. Income tax in 1946 amounted to $13,033,000, while in 1945 it was $14,763,000.

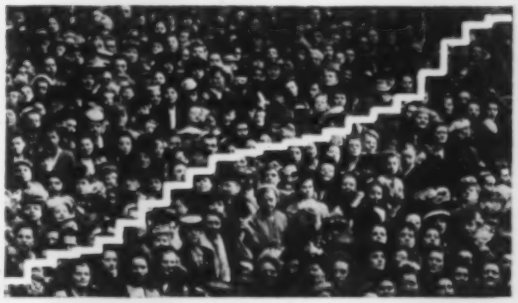
Mr. Francis said that "behind the sales increase lay both larger unit volumes of sales of most of the major divisions, and increases in average unit prices which reflect principally the higher costs of materials and higher wages and salary rates."

WDRC Moves

WDRC-FM Hartford, Conn., is now sending signals at its permanent location of 94.3 mc, a shift from 106.3 where it has been for some time. The station is on the air daily from 3 to 9 p. m.

The "Magic" of a New Market
More than 200,000 Southern Californians now have their own "Local" radio station for the first time.
CALIFORNIA
KOCS
KOCS AM+FM ONTARIO
TRACY MOORE, REPRESENTATIVE
The Voice of Pomona Valley

The MUTUAL program
that pulled
1,000,000 letters
in 125 days



The program is "Heart's Desire"—the new daytime surprise hit—produced by America's top originator of daytime successes including Mutual's "Queen."

"Heart's Desire" started on Mutual on September 9 and immediately the mail began to pour in. By October 19, the program had received over 100,000 letters; on November 15 it was over 250,000. By that time (with no attempt to reach a record mail pull) there was no stopping it. On February 27th the 1,000,000th letter came in. They're still flooding in—the record for one week being 126,000 letters.

That's audience response that an advertiser—*that you*—can convert into bigger sales figures—because the program is available for sponsorship.

And here are additional facts:

—"Heart's Desire" has the strip a half-hour following the high-rating "Queen For A Day." In between is "Harlem Hospitality Club" (catch this one, too).

—"Heart's Desire" has a loyal, growing audience. Its rating trend is almost an exact duplicate of "Queen's" rating pattern.

—"Heart's Desire" has strong emotional appeal ...and exceptional merchandising possibilities.

—"Heart's Desire" is not only a moderate cost show—it's a *buy*.

We will be glad to rush you the full story.

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5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD — 117 West 46th Street, New York, N. Y.

FCC Actions

(Continued from page 56)

Decisions Cont.:

on 1190 kc 1 kw D, and for change of studio location. Conditions.

WCAP Asbury Park, N.J.—Granted CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

KGGM Albuquerque, N.M.—Granted modification of CP for extension of completion date to 6-7-47.

WCKB Dunn, N.C.—Granted license to cover CP which authorized new station on 780 kc 1 kw D; conditions.

WBOB Galax, Va.—Granted license to cover CP which authorized new station on 1400 kc 250 w unl.; conditions.

WGWC Selma, Ala.—Granted license to cover CP which authorized new station on 1340 kc 250 w unl.; conditions; and to specify studio location.

WHBS Huntsville, Ala.—Granted license to cover CP which authorized new station on 1490 kc 250 w unl.; conditions.

WDHL Bradenton, Fla.—Granted license to cover CP which authorized new station on 1490 kc 250 w unl.; conditions.

KFI Los Angeles—Granted modification of CP for extension of completion date to 9-26-47.

WGBA Columbus, Ga.—Granted modification of CP which authorized new FM station, for extension of completion date to 6-10-47.

KGBS-FM Nr. Harlingen, Tex.—Granted modification of CP which authorized new FM station, for change in commencement and completion dates to 3-15-47 and 9-15-47.

KPRC-FM Houston, Tex.—Granted modification of CP which authorized new FM station, for extension of commencement and completion dates to Jan. 6 and July 6, 1947, respectively.

WJMR New Orleans—Granted modification of CP which authorized new station, to change type of trans.

WEAM Arlington, Va.—Granted modification of CP which authorized new station, to make changes in vertical ant., to change type of trans. and to change trans. location.

WSBT South Bend, Ind.—Granted modification of CP for extension of completion date to 10-6-46.

WGAY Silver Spring, Md.—Granted license to cover CP which authorized new station to operate on 1050 kc 1 kw D.

KORC Mineral Wells, Tex.—Granted license to cover CP which authorized new station on 1140 kc 250 w D.; conditions.

WBAX Wilkes-Barre, Pa.—Granted modification of CP for extension of completion date to 3-20-47.

KSOK Arkansas City, Kan.—Granted license to cover CP which authorized new station on 1280 kc 1 kw D.; conditions.

WGPA Bethlehem, Pa.—Granted license to cover CP which authorized new station on 1100 kc 250 w D.

KBOL Boulder, Col.—Granted license to cover CP which authorized new station on 1490 kc 250 w unl. and for change of studio location.

KWPC Muscatine, Iowa—Granted license to cover CP which authorized new station on 860 kc 250 w D.

KVER Albuquerque, N.M.—Granted modification of CP which authorized new station, for approval of ant., for approval of trans. location, and to specify studio location.

WSAU Wausau, Wis.—Granted license to cover CP which authorized installation of new transmitter.

WHAS-TV Louisville, Ky.—Granted modification of CP which authorized new television station, for extension of completion date to 11-19-47.

WENR-TV Chicago—Granted modification of CP which authorized new television station for extension of commencement and completion dates to 9-25-47 and 9-25-48, respectively.

WSPB Inc., Sarasota, Fla.—Granted CPs for new remote pickup stations WSUX WSUY.

KFYR Bismarck, N.D.—Granted license to cover CP which authorized installation of new trans.

KTYL Mesa, Ariz.—Granted license to cover CP which authorized new station on 1490 kc 250 w unl.; conditions.

KGBC Galveston, Tex.—Granted license to cover CP which authorized new station on 1540 kc 1 kw D., and to specify studio location.

WNAE Warren, Pa.—Granted license to cover CP which authorized new station on 1310 kc 1 kw D.

WNHC New Haven, Conn.—Granted license to use old main trans. as auxiliary with power of 250 w.

KIFI Idaho Falls, Ida.—Granted license to cover CP which authorized new station on 1400 kc 250 w unl., and to specify studio location; conditions.

WPAM Pottsville, Pa.—Granted license to cover CP which authorized new station on 1450 kc 250 w unl.

KRCT Goose Creek, Tex.—Granted license to cover CP which authorized new station on 650 kc 250 w D.; conditions.

KSIW Woodward, Okla.—Granted modification of CP which authorized new station for approval of ant., approval of trans. location.

WTNT Augusta, Ga.—Granted license to cover CP which authorized new station on 1230 kc 250 w unl.; conditions.

KOSA Odessa, Tex.—Granted license to cover CP which authorized new station on 1450 kc 250 w unl., and to specify studio location; conditions.

WLBH Mattoon, Ill.—Granted license to cover CP which authorized new station on 1170 kc 250 w D.; conditions.

KOCS Ontario, Calif.—Granted license to cover CP which authorized new station on 1510 kc 250 w D. only; conditions.

General Bcstg. Co., Mobile, Area of Atlanta—Granted CPs for two new remote pickup stations.

WLWT Cincinnati—Granted modification of CP which authorized new commercial television station, to change ant. system.

WJSM Cleveland—Granted license to cover CP which authorized installation of new transmitter in relay station.

March 17 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WKRG-FM Mobile, Ala.—Mod. of CP which authorized new FM station to change completion date.

AM—690 kc

The Naugatuck Valley Bcstg. Corp., Ansonia, Conn.—CP for new AM station 690 kc 1 kw D.

AM—1450 kc

WWDC Washington, D.C.—CP to make changes in vertical ant., mount FM ant. on top of AM tower and move synch. amp.—AMENDED: to make changes in ground system.

AM—1490 kc

William Courtney Evans, Dover, Del.—CP for new AM station 1490 kc 250 w unl.

AM—1490 kc

Highlands Bcstg. Co., Sebring, Fla.—CP for new AM station 1490 kc 250 w unl.

AM—1560 kc

The Mount Carmel Bcstg. Co., Mount Carmel, Ill.—CP for new AM station 1560 kc 250 w D.

Transfer of Control

KFH Wichita, Kan.—Voluntary transfer of control of licensee corporation from Victoria Murdock Estate (Marcellus M. Murdock, trustee) to Wichita Eagle Inc. (500 shares of capital stock—50%).

Modification of CP

WBOX Louisville, Ky.—Modification of CP which authorized new FM station to change completion date.

AM—950 kc

Beacon Bcstg. Co., Inc., Boston—CP for new AM station 950 kc 1 kw D. Request facilities of WORL Boston.

Modification of CP

Fidelity Media Bcstg. Corp., Jersey City, N.J.—Modification of CP which authorized new FM station to change completion date.

AM—1400 kc

Ernest H. Warnock, Middletown, N.Y.—CP for new AM station 1400 kc 100 w unl.

AM—1320 kc

Inter-City Adv. Co., Greensboro, N.C.—CP for new AM station 1320 kc 1 kw DA unl.

AM—1340 kc

Muskogee Broadway Bcstg. Co., Muskogee, Okla.—CP for new AM station 1340 kc 250 w unl. Contingent upon grant of KOME Tulsa for change of facilities.

AM—690 kc

Bloom Radio Inc., Bloomsburg, Pa.—CP for new AM station 690 kc 1 kw DA-D.

AM—1490 kc

Shamokin Veterans Bcstg. Co., Shamokin, Pa.—CP for new AM station 1490 kc 250 w unl.

AM—1170 kc

Jack Henry Kidd Jr., Kingsville, Tex.—CP for new AM station 1170 kc 250 w D.

FM—103.9 mc

Rose Capital Bcstg. Co., Tyler, Tex.—CP for new (Class D) FM station Channel 280, 103.9 mc ERP 11.1 kw.

AM—860 kc

Western Maryland Bcstg. Corp., Norfolk, Va.—CP for new AM station 860 kc 1 kw D.

License Renewal

Applications for renewal of standard broadcast license filed by: KALL KJR KLX KMA KOLO KPAC KPOF KRSC KSEI KVAN KVEC WAAT WBAA WCAE WELI WFMD WISN WJBO WJHL WPEN WRRF WSBT WTTM WWJ.

TENDERED FOR FILING

(Since Feb. 7)

AM—1520 kc

Monroe Bcstg. Co., Monroe, Mich.—CP for new AM station 1520 kc 250 w D.

Transfer of Control

WABY Albany, N.Y.—Consent to transfer of control from Raymond M. Curtis and Harold E. Smith to The Press Co., Inc.

March 18 Decisions . . .

DOCKET CASE ACTION

(By the Commission)

Columbia Bcstg. System, New York—Denied petition for changes in Rules and Standards of Good Engineering Practice Concerning Television Broadcast Stations (re color television).

March 18 Applications . . .

ACCEPTED FOR FILING

AM—630 kc

Pat Murphy Courington, Albertville, Ala.—CP new AM station 630 kc 250 w D.

AM—1400 kc

Demopolis Bcstg. Co., Demopolis, Ala.—CP new AM station 1400 kc 250 w unl.

AM—1270 kc

KPSC Phoenix, Ariz.—CP, change 1450 kc to 1270 kc, 250 w to 5 kw, install new trans. and DA for night use, and change trans. location.

AM—580 kc

KTSC Tucson, Ariz.—CP, change 1490 kc to 580 kc, 250 w to 1 kw, change type trans., install DA for night use and change trans. location.

Modification of CP

WQQW Washington, D. C.—Mod. of license to increase 500 w to 1 kw (D).

AM—930 kc

Springtime City Bcstg. Co., Clearwater, Fla.—CP new AM station 930 kc 250 w D.

AM—610 kc

WIOD Miami, Fla.—CP, make changes in ant. and mount FM ant. on top of AM tower.

Modification of CP

WKAN Kankakee, Ill.—Mod. of CP, as modified, which authorized new AM station to change type of ant. and for extension of completion date to 120 days after grant 1320 kc.

TV—198 mc

Sarkes Tarzian and Mary Tarzian, a partnership, Bloomington, Ind.—CP new commercial television station on channel 10, 192-198 mc or as assigned by chief engineer of FCC, power of vis and aur 1 kw and unl.

AM—800 kc

Johnson County Bcstg. Corp., Iowa City, Iowa—CP new AM station 800 kc 250 w D.

AM—1240 kc

KICD Spencer, Iowa—CP, install new vertical ant. and mount FM ant. thereon.

AM—1490 kc

Shreveport Bcstrs., Shreveport, La.—CP new AM station 1490 kc 250 w unl.

AM—1490 kc

The Tower Realty Co., Cumberland, Md.—CP new AM station 1490 kc 250 w unl.

AM—560 kc

Detroit Bcstg. Co., Detroit, Mich.—CP new AM station 560 kc 250 w D.

TV—Experimental

The Evening News Assn., area of Detroit, Mich.—CP new experimental television relay station on 6800-7050 mc band, 0.1 w, emission special, unl.

AM—1450 kc

Charles W. Ingersoll, Ely, Minn.—CP new AM station 1450 kc 250 w unl.

AM—770 kc

WCAL Northfield, Minn.—CP install new trans.

AM—960 kc

KFVS Cape Girardeau, Mo.—CP, change 1400 kc to 960 kc, increase 250 w to 1 kw, install new trans. and DA for night use, change trans. location.—AMENDED: to change power from 1 kw to 500 w N, 1 kw D using DA N.

AM—1450 kc

WFPG Atlantic City, N. J.—CP install new ant. and change trans. location.

AM—1240 kc

Ari-Ne-Mex Bcstg. Corp., Lordsburg, N. Mex.—CP new AM station, 1240 kc 250 w unl.

TV—Experimental

Columbia Bcstg. System., Portable, New York—CP new experimental television relay station on 560-580 mc, vis 35 w (peak) emission: vis A5, unl. also license to operate.

Modification of CP

KSWO Lawton, Okla.—Mod. of CP, as modified, which authorized change in frequency, increase in power, change in hours of operation, installation of new trans. and DA for D and N use and change in trans. location, for extension of completion date (1380 kc).

AM—680 kc

Portland Bcstg. Corp., Portland, Ore.—CP new AM station 680 kc 1 kw D.

AM—1280 kc

WKST New Castle, Pa.—CP increase 1 kw to 5 kw, install new trans. and make changes in DA for night use.

TV—204-210 mc

Daily News Television Co., Philadelphia—CP new commercial television station on channel 12 204-210 mc ERP of vis 3.4 kw.—AMENDED: to change corporate name and type of trans., aur power to 2 kw; ant. system; location of trans. and studio.

Modification of License

WIAC Hato Rey, P. R.—Mod. of license to move main studio location (580 kc).

AM—1190 kc

WKJB Mayaguez, P. R.—CP, change 1340 kc to 1190 kc, 250 w D and N to 10 kw D and N, make changes in trans. equipment, and install DA-1 for D and N use.

AM—1030 kc

Rafael Ramos Cobian, San Juan, P. R.—CP new AM station 1030 kc 5 kw, DA-1 and unl.

AM—1320 kc

KELO Sioux Falls, S. D.—CP, change 1230 kc to 1320 kc, 250 w to 5 kw, install new trans. and DA for N use and change trans. and studio location.—AMENDED: to modify DA pattern.

AM—870 kc

KCNC Fort Worth, Tex.—CP increase 250 w to 1 kw and make changes in modulation and frequency monitors.

Modification of CP

KSFA Nacogdoches, Tex.—Mod. of CP as modified, which authorized new AM station, for increase 500 w to 1 kw (D) and change name of permittee from Wilbur Courtland Fouts to Wilbur C. Fouts tr/as Nacogdoches Bcstg. Co. (860 kc).

Modification of CP

KDWT Stamford, Tex.—Mod. of CP, as modified, which authorized new AM station to change type trans. (1400 kc).

March 19 Applications . . .

ACCEPTED FOR FILING

AM—1230 kc

WTBC Tuscaloosa, Ala.—CP change frequency from 1450 to 1230 kc, and install new vertical ant. with FM ant. mounted on top. Contingent upon relinquishment of 1230 kc by WJRD.

AM—850 kc

Orange County Bcstg. Co., Santa Ana, Calif.—CP for new AM station 850 kc 1 kw D.

AM—940 kc

WINZ Hollywood, Fla.—CP to change hours operation from D to unl., with 1 kw D and N, install DA for N use only, and change trans. location.

AM—1290 kc

WIRK West Palm Beach, Fla.—Mod. of CP, as modified, which authorized new AM station, to change hours from D to unl., install DA for D and N use, and extend commencement and completion dates.

AM—1230 kc

WSIR Winter Haven, Fla.—CP to change frequency from 1490 to 1230 kc.

AM—1340 kc

Christian Bcstg. Assn., Honolulu, T. H.—CP for new AM station 1340 kc 250 w unl.

AM—1520 kc

WHOW Clinton, Ill.—Mod. CP which authorized new AM station, to change power and hours of operation from 1 kw D to 1 kw N, 5 kw D, unl. time, change type of trans., install DA for night use, and approval of trans. location.

AM—1150 kc

WSIV Pekin, Ill.—Mod. CP which authorized increase in power, change type of trans. and change studio location, to change frequency from 1140 to 1150 kc, change power and hours of operation from 1 kw D to 500 w N 1 kw D unl., install DA for N use only and for extension of commencement and completion dates.—AMENDED to make changes in DA and change from DA for N use only to DA (2) for D and N use.

Modification of License

Evansville On The Air Inc., Evansville, Ind.—Mod. of license to change corporate name from Evansville On The Air Inc. to On The Air Inc. for WMLL W9XEV WAUT WAUY WEQG.

AM—1590 kc

KVGB Great Bend, Kan.—Mod. CP which authorized change in frequency, increase power, installation of new trans. and DA for N use, and change trans. location, to change type of trans. and for extension of commencement and completion dates.

AM—1450 kc

The Acme Bcstg. Co., Elizabethtown, Ky.—CP for new standard station 1450 kc 250 w, unl.

AM—1430 kc

John F. Kramer, Cambridge, Md.—CP for new AM station 1430 kc 1 kw, D.

AM—810 kc

KCMO Kansas City, Mo.—Mod. CP, as modified, which authorized change in frequency, increase in power, installation of new trans., changes in DA for N use, and change trans. location, to increase power from 10 kw N 50 kw D, to 50 kw D and N, and make changes in DA for N use.

AM—1370 kc

WSAY Rochester, N. Y.—CP to increase power from 1 kw unl. to 5 kw unl., install new trans. and make changes in ant. (DA-N) and change from DA-DN to DA-N.

AM—950 kc

WIBX Utica, N. Y.—CP to change frequency from 1230 to 950 kc, increase power from 250 w D and N to 5 kw D and N, install new trans. and DA-1 for D and N use, and change trans. location.

AM—630 kc

WMFD Wilmington, N. C.—CP to change frequency from 1400 to 630 kc, increase power from 250 w D and N to 1 kw D and N, install new trans. and DA (2) for D and N use, and change trans. location.—AMENDED: to make changes in DA (2) for D and N use to modify the N DA.

AM—1390 kc

WLAN Lancaster, Pa.—CP to change frequency from 1320 to 1390 kc, change hours of operation from D to unl. with power of 1 kw D and N, install DA (2) for D and N use and change trans. location.

AM—710 kc

WTPR Paris, Tenn.—Mod. CP which authorized new AM station, for approval of ant. and trans. location.—AMENDED: to change trans. location.

AM—1530 kc

Roy Hofheinz and W. N. Hooper, a partnership d/b as Texas Star Bcstg. Co.,

(Continued on page 69)

It's Legal Now

CINCINNATI'S city fathers, in deference to WCKY, have amended an old municipal ordnance which prohibited tuning in automobile or portable radios to stations broadcasting on less than 200 meters. The old law was intended to discourage listening to the Cincinnati Police Dept. station, WKDU. Action of the city council in making the ordnance read 180 meters instead of 200 came after Joseph Garretson, *Cincinnati Enquirer* columnist, brought out the point in one of his columns that WCKY, on the air on 196.1 meters, was technically, albeit unintentionally, violating the law.

Ky. Broadcasters Meet March 28-29, Louisville

STATION operating problems and FM feature the agenda of the Kentucky Broadcasters Assn., which meets March 28-29 at the Seelbach Hotel, Louisville. Meeting will open at 10 a. m. Friday with registration. Robert T. Mason, owner and manager of WMRN Marion, O., will lead a luncheon discussion of station operating problems.

Louisville agencies will be KBA guests at a cocktail hour, with the dinner meeting to be addressed by Bill Bailey, executive director of FM Assn. He will talk on the subject, "Light on the FM Picture." Business meeting will be held 9-10 Saturday morning, with general discussion to follow. Topics to be covered include rates for services, personnel, programming, and public service.

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News

DWIGHT JONES, formerly with Salt Lake Telegram, and **GERARD HILL,** formerly with New Haven Register, have joined news department of KDYL Salt Lake City as day and night editors, respectively. Both are veterans.

MURRAY COX, former county agricultural agent for Stephens County, Okla., April 1 assumes duties of farm editor of WFAA Dallas, Tex. He will travel throughout Southwest with portable recording machine and WFAA's mobile broadcasting unit to record interviews with agricultural leaders for presentation on daily program.

Mr. Cox

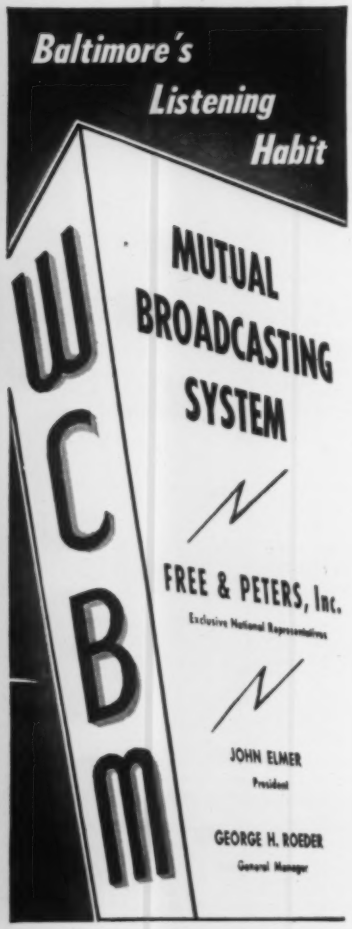
DICK SMITH, formerly with WOAI and KTSA San Antonio, Tex., has joined KMAC San Antonio, and its FM outlet, KISS, as new editor.

LEE WOOD, for four years news writer for **SAM HAYES,** Hollywood newscaster-commentator, has joined ABC Hollywood newsroom staff.

AL ELLISON, newsman at WAAB Worcester, Mass., is convalescing after a major operation.

HAL RODD, formerly of CJOB Winnipeg, has joined CKWX Vancouver, as night supervisor and news editor.

FRANK LATOURETTE, manager of ABC Western Division news and special events, March 8 addressed National Council of Catholic Women of Archdiocese of San Francisco on subject, "Radio as an Instrument of Good."



WELCOMING PARTY for Lisa Sergio, WOV New York commentator, was big event at WOV March 3. Pictured here with guest of honor are (l to r): Ralph N. Weil, WOV station manager; Quincy Howe, commentator; Miss Sergio; Col. Harry Henshel, president of WOV.

Application Is Tendered for Severance Of WOKO Duopoly Tie With WABY

SECOND PHASE of the move by WOKO Albany, N. Y., to place itself in position to request a regular license was effected last week through filing at FCC of application for severance of duopoly association with WABY that city. First phase constituted reorganization of WOKO ownership so as to remove from a voice in station's corporate affairs those whose actions had constituted the basis for Commission's denial of license renewal for WOKO [BROADCASTING, March 3].

Present application asks transfer of 52.5 shares in WABY held by Raymond M. Curtis, and a like interest held by Harold E. Smith, to Press Co. Inc. in exchange for its 250 shares in WOKO. The two transferors in addition to their WABY holdings give the Press Co. a money consideration of $5,000 each. Transferee then would hold all 200 outstanding shares in WABY. Press Co. publishes the Albany *Knickerbocker News.*

Under the first phase of the reorganization Mr. Smith exchanged his 255 shares common stock (33.55%) in WOKO for non-voting stock and does likewise with the additional interest resulting from the WABY deal. Mr. Smith is general manager of WOKO and before the reorganization had been officer of the licensee.

WOKO president and treasurer, Mr. Curtis, also owns 255 shares in that station. With acquisition of part of the Press Co. interest, and relinquishment of voting interest by Mr. Smith, he gains control of WOKO. Consent to this shift was requested in the earlier application.

The overall reorganization plan had been proposed by WOKO in January following decree by the U. S. Supreme Court upholding the FCC's denial of license renewal [BROADCASTING, Jan. 20]. This high court decision had reversed previous ruling of the District Court of Appeals. The Commission's no-renewal stand resulted from citation for hidden ownership of a 25% interest for 12 years by Sam Pickard, ex-Radio Commissioner. Mr. Smith had been found to have aided Mr. Pickard.

With filing of the second application the WOKO plea for a "second chance" is complete and ready for Commission action. FCC last month granted WOKO its second special temporary authority for operation since the SCOTUS decision. This STA is effective until April 1.

WOKO is also seeking increase of power from 1 kw day and 500 w night to 5 kw, on 1460 kc. There is pending an application of Van Curler Broadcasting Co. for 5 kw on 1460 kc should WOKO be deleted. WABY is assigned 250 w on 1400 kc.

Don Lee Video

NEW television master control console has been developed by Harold Jury, chief engineer of W6XAO, Don Lee Hollywood video station. Identified as a cross fade cabinet, console facilitates switching from one camera to another, permitting greater flexibility in handling fades, dissolves and eases synchronization of sound and video levels; it further eliminates pauses and jagged image edges.

KREM Spokane Will Air Professional Ball Games

KREM, new 250 w Spokane, Wash., fulltime independent on 1340 kc, has completed negotiations for broadcasting Spokane professional baseball games this season for the first time since the beginning of World War II. Cole E. Wylie, manager of the station, which went on the air Jan. 18, also announced that a check of KREM's April schedule showed 49½ hours a week sold.

Program format of KREM is largely musical recordings, augmented by local sports, news and special events. Station has erected a 190-ft. tower atop Spokane's eight-story Realty Bldg., in which both studios and transmitter are located.

Before becoming manager of KREM, Mr. Wylie spent 22 years in radio as announcer, salesman, and partner in KPQ Wenatchee and KVOS Bellingham, Wash., and manager of ZBM Bermuda. Other key members of the staff include: Vernon Cox, sales manager, formerly with *Des Moines Register and Tribune,* KRNT Des Moines and KHQ Spokane; Mrs. Helen Wylie, in charge of traffic and station relations; Bryn Mortenson, program director, former agency continuity writer and continuity editor of WING Dayton and WPIC Sharon, Pa.; Loyd Salt, sports director, former KGA Spokane news editor; John Fahey, local news and special events, formerly with NBC Chicago as news and special events editor. KREM is employing announcer-operators, headed by Henry Poole, formerly chief engineer at KFIO Spokane.

Build Transmitter

CONSTRUCTION is under way on the new transmitter building of KOOL Phoenix, which plans to take the air in June, operating with 5 kw on 960 kc. Licensee is Marcipoa Broadcasters Inc., of which Carl D. Haymond is president. The new transmitter building will be modern in every detail, according to James A. Murphy, director of operations. It will be of double brick construction and completely air-conditioned, Mr. Murphy said.

PROMOTION

DEL LEESON, news editor at KDYL Salt Lake City, has been named promotion director, succeeding **FRANK K. BAKER**, who has resigned to join American Bowling Congress as understudy to secretary.

ROBERT BLAKE, trade editor for WOR New York, has been appointed assistant director of publicity for station.

FRANCES MORAGH, former assistant to publicity director at WNAC Boston, has joined WSNY Schenectady, as copywriter and assistant publicity director.

BILL TRAUM, former promotion manager of WROK, Rockford, Ill., has been appointed business manager by The Town Hall, New York, for its "America's Town Meeting of the Air" program on ABC.

TOM A. SHANDRO, director of public relations of CJCA Edmonton, N. B., has been presented Beaver Award by Canadian Broadcasters at Toronto, for "distinguished service to Canadian radio in 1946 for promoting listener relations."

WILF CLEMENT, formerly with H. N. Stovin & Co., station representatives, has joined CHUM Toronto, as publicity and sales promotion director.

LARRY LOWENSTEIN, formerly with WOR New York publicity department on special assignment, has joined WQXR New York, as assistant to **PAT HURLEY**, director of publicity.

RANDY SMITH, advertising and promotion manager of KOA Denver, and Marjorie Molzahn are to be married April 26.

FARLAND MYERS, of CBS Hollywood production staff, has transferred to publicity as newspaper contact. He replaces **GEORGE CAHAN**, who resigned to become program director of KHBC Hawaii [BROADCASTING, March 3].

MARY LEE MORSE, formerly with CBS program typing department, has joined network's press information department, succeeding **ELIZABETH RING**, resigned to freelance.

MARCIA EVANSON, formerly with publicity department of Young & Rubicam, New York, has been appointed head of promotion and publicity for WDGY Minneapolis.

WMMW, new daytime station on 1470 kc, 1 kw to begin operation soon in Meriden, Conn., has appointed Lindsay Adv., New Haven, to handle 1947 promotion program for station, utilizing newspapers, car cards, billboards and national trade papers.

KTUC Saddle Bag

SADDLE BAG of light tan leather, with inscription "House Party Visits Tucson" burned on flap, is being distributed by KTUC Tucson, Ariz. Bag contains pictures, news clipping reproductions and letter describing elaborate promotion activities of station for Feb. 17 and 18 broadcasts of CBS "House Party" program, starring Art Linkletter, from KTUC. Also included is copy of letter of thanks to Tucson merchants who contributed prizes for broadcast, and letter from Mr. Linkletter to station describing arrival in Hollywood of Brahma bull, gift from U. of Arizona. Saddle bag also contains pocket-size KTUC program schedule, which local power company is mailing to customers with monthly power bill.

Sales Manual

TO DEVELOP better understanding of radio as advertising medium for retailers, monthly direct mail piece is being distributed to retailers in area by CKWX Vancouver, B. C. Each circular in series represents page from complete manual of radio advertising data titled "Merchandising By Mike." Individual sheets go into looseleaf binder to be used as sales manual.

FM News Letter

SEMI-MONTHLY news letter is being published by WTOC-FM Savannah, Ga., and is distributed to radio dealers, servicemen and others interested in FM broadcasting. Titled "WTOC-FM News Letter," publication presents information of station's activities, in addition to general news relating to FM broadcasting.

Radio Seminar

SEMINAR on radio broadcasting has been conducted by staff members of WSBT South Bend, Ind., in cooperation with Indiana U. extension center in that city. Eight members of WSBT staff covered various phases of radio field in lectures and demonstrations. Building of network program was explained and possibilities of entering radio as profession were reviewed. Station plans to make seminar an annual event.

News Folder

IMPORTANCE of newscasts is theme of pictorial folder being distributed to the trade by WFIL Philadelphia. Cover presents WFIL microphone in center of compass, surrounded by four replicas of globe, and inscription, "First where the News is made . . ." Review of station's news coverage with pictures illustrating important news events is concluded with statement, "A WFIL program plus planned promotion equals sales success in Philadelphia."

WOW Report

DETAILED report on coverage of WOW Omaha, Neb., based on BMB reports, has been prepared by WOW and is presented in 40 page booklet. Report is broken down by counties and gives statistical comparison of WOW to other stations in area. One section of booklet is devoted to information on markets served by WOW. Preface of report presents BMB circulation maps for WOW, day-time and night-time.

Hat Contest

HAT CONTEST is being conducted in conjunction with new Mon. through Fri. ABC series featuring Ted Malone, which begins March 31. Mr. Malone is asking listeners to send ideas on interesting subjects they would like discussed in his new series. Writers of five best suggestions, which will make up week of programs, each will receive clever "Monday-through-Friday Hat." made by five top New York hat designers. Hat may be worn in five different styles. Contest ends March 24. Mr. Malone is currently heard on ABC Mon., Wed., Fri. 12:15-12:30 p.m. New five-a-week series will be heard at same time.

Dictionary Page

DICTIONARY page glued to small orange folder is latest promotion piece of CKCW Moncton, N. B., for "Man with the Question" program, aired Mon. through Fri. 10:15-10:45 a.m. Inscription reads, "A dictionary may help, but you still have to listen to the 'Man with the Question' . . . to win large cash prizes." Folder is being mailed to every home in Moncton and district.

'Meet Your Announcer'

THUMB-NAIL biography of a WHBQ Memphis announcer is printed each week in local publication, This Week In Memphis. Article appears in magazine's radio column, "Tunin' In," and is carried under title "Meet Your Announcer."

KABC Promotion

GIANT postcards, printed in two colors, are being distributed by KABC San Antonio, to remind managers of retail drug and grocery outlets of various spot commercials for foods and drugs heard on station. Card urges retailer to "cash in on extra demand and extra profits . . ." KABC also is offering free flower seed to listeners, as means of encouraging planting of more and larger flower gardens. Seeds are mailed to listeners upon request.

Sewing Contest

SEWING CONTEST for non-professional dressmakers is being conducted by Jane Lee on "Woman's Magazine of the Air" program over KPO San Francisco, in cooperation with leading department stores in 28 Northern California cities. KPO is offering $560 in prize money for contest, which closes April 15. Winning garments in eight different classifications will have chance to compete in National Sewing Contest to be held in New York.

High Man

SPORT event illustration is background of latest promotion folder of WEEI Boston. Folder titled "High Man," features Jim Britt, WEEI sportscaster, as "The 'eyes' for the ears of Boston fans," giving information about his show "WEEI Sports Roundup." Colorful folder concludes with statement, "get your program (WEEI Sports Roundup) by contacting us or Radio Sales."

Anice Ives Brochure

TWO COLOR brochure featuring Anice Ives, women's commentator on WFIL Philadelphia, has been prepared and issued by Katz Agency, New York. Brochure reviews Miss Ives' 15 years of broadcasting and urges prospective sponsors to check with station or agency on time availabilities on her "Everywoman's Hour" heard on WFIL, Mon. through Fri. 1:30-1:55 p. m.

Sales While You Sleep

EARLY morning program, "The Country Hour," Mon. through Sat. 5-6 a.m. on WBBM Chicago, is featured in latest promotion folder being distributed by that station. Light blue folder presents cartoon drawing of sleeping sponsor, counting sales in dream and carries inscription, "Are you wide awake? . . . make sales while you sleep. Ask us or Radio Sales to plant your advertising message on "The Country Hour," then watch your sales grow!"

KQW Promotion

COLORFULLY illustrated leaflets are being distributed by KQW San Francisco as promotion for "From Union Square" program, aired Mon. through Fri. 3:30-3:45 p.m., and commentary program of Katherine Kerry. Leaflet on "Union Square" show presents cartoon illustrating human interest story aired on show and lists various subjects discussed by Bob Goerner, m.c. of program. Titled "What's all the bustle about . . ," promotion piece for Miss Kerry's program features pictorial scenes from her broadcasts.

WOW News

COMPLETE program schedule and news of staff members and program activities is presented to listeners of WOW Omaha, Neb., in monthly publication titled "WOW News Tower." News sheet is "issued to increase enjoyment of WOW radio programs," and is offered to listeners at low subscription fee.

Shamrock Souvenirs

SHAMROCKS fresh from Ireland were distributed by WCOP Boston, March 17 to participants on "Curbstone Quiz," 1:15 p.m. and "Invitation to Studio," 4:30 p.m. Tailsmans were flown from Ireland to station to be used as souvenirs on shows.

WCAE Schedule

PROGRAM SCHEDULE for weeks of March 17 and 24 is being distributed to the trade by WCAE Pittsburgh, Pa. Schedule is presented in colorful folder form with cover featuring 3-minute flash sports strip, "Baseball Briefs," Mon. through Sat. 4:30 p.m.

'WifFIL House'

NEW RECORD show, "WIfFIL House," on WFIL Philadelphia, daily 3:30-4:30 p.m., is featured in latest promotion folder of that station. Drawing of a house appears on cover with inscription, "Here's something to WIfFIL about!" Copy of folder presents facts about Skipper Dawes, m.c. of new show, and quotations of rate prices.

FM Promotion

PROMOTIONAL program for FM broadcasting is being presented on WACE Chicopee, Mass., by John S. Lloyd, station's general manager, and Ralph Robinson, chief engineer. Station has applied for FM channel, but it has not yet been granted. Broadcast tells of improved technical features of FM, where to tune for good programs on FM band, and where to buy sets.

Serving California's

TWO GREAT MARKETS

KYA ★ KLAC

SAN FRANCISCO LOS ANGELES

Represented by

ADAM J. YOUNG JR., INC.

NEW YORK • CHICAGO

ISN'T it only natural when you find . . .

1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and those 38,000 folk depend on one station for complete radio entertainment.

Only ZBM Covers Bermuda

ABC • MBS

National Representatives

JOHN BLAIR (United States) HORACE STOVIN (Canada)

BALLIN RESIGNS R&R TO ASSUME FC&B POST

ROBERT BALLIN, vice president and radio director of Ruthrauff & Ryan, Hollywood, has resigned to join Foote, Cone & Belding as vice president in charge of Hollywood office on or before July 1.

With Ruthrauff & Ryan for past five years, he first joined the agency in New York as producer of *Vox Pop*. In fall of 1945 he was transferred to Hollywood as producer of NBC *Jack Benny Show*. When latter's sponsor switched from Ruthrauff & Ryan to Foote, Cone & Belding, Mr. Ballin continued as producer, nevertheless.

He will continue as producer of Benny program for remainder of season with new producer to be assigned in fall. Meanwhile Hilliard Marks has joined FC&B to assist in production of program.

Many FM Inquiries

PREPARATORY to launching of FM operations by WSTV Steubenville, Ohio, about May 1, a booklet giving facts about FM was mailed to more than 200 radio servicemen this month by J. M. Troesch, technical director of the Friendly Group, of which WSTV is a member. Mr. Troesch reports he was swamped with phone calls and letters, some asking for jobs and others seeking more information. Technical personnel of WSTV-FM will be in charge of Mr. Troesch, Charles S. Shepherd, chief engineer, William Chesnes, Frank Schaefer and Joseph Bobalick.

Network Accounts

New Business

MANHATTAN SOAP Co., New York (Sweetheart Soap and Blu-White Flakes), Mar. 31 for 52 weeks starts "Katie's Daughter" on NBC, Mon. through Fri. 10-10:15 a.m. Agency: Duane Jones Co., New York.

PAR SOAP Co., Oakland, Calif. (Par soap), Mar. 17 started for 26 weeks "Easy Aces" on 43 Don Lee Pacific stations, Mon., Wed., Fri., 11:15-11:30 a.m. (PST). Agency: Brisacher, Van Norden & Staff, San Francisco.

Renewal Accounts

GENERAL FOODS Corp., New York (La France and Satina), Mar. 31 renews for 52 weeks "The Second Mrs. Burton" on CBS, Mon. through Fri. 2-2:15 p.m. Agency: Young & Rubicam, New York.

Network Changes

U. S. ARMY RECRUITING March 27 shifts "Sound-Off" on MBS to CBS, Fri. 7:30-8 p.m. Agency: N. W. Ayer & Son, New York.

DOMINION GOVT., WARTIME PRICES and TRADE BOARD, Ottawa (rationing and price ceilings), March 28 drops "Household Counsellor" on 31 Trans-Canada network stations, Mon. thru Fri. 11:40-11:45 a.m. Agency: MacLaren Adv., Toronto.

MILES LABORATORIES, Toronto (Alka Seltzer), March 29 drops "Saturday Night Round-up" on 26 Dominion network stations, Sat. 9-9:30 p.m. Agency: Cockfield Brown & Co., Toronto.

CBS Affiliates Meet

MANAGERS of approximately 35 CBS affiliates in Mountain and Pacific states will convene in San Francisco March 27-28. Donald W. Thornburgh, network western division vice president, and Edwin W. Buckalew, coast manager of station relations, will address meeting.

"IBCing you" . . . in INDIANAPOLIS

What the "Hoopers" won't tell you the "Hoosieratings" will

Don't think for a minute that we do not treasure our Hoopers. But it has troubled us no end that they are only indicative of the popularity of WIBC programs in *Indianapolis, alone* . . . giving no hint of the magnitude of WIBC audiences throughout the rich, 33-county market of Central Indiana. And so we have coined a word to remedy this deplorable situation. The word is "Hoosierating" and, if you will examine the BMB reports and our 1946 mail analysis, you will find that the programs presented daily by Indianapolis' *live talent station* have a very robust and constantly growing "Hoosierating." See your John Blair Man for verification.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC 1070 KC 5000 WATTS BASIC MUTUAL

The INDIANAPOLIS NEWS Station

SPONSORS

INVESTMENT COMPANIES of America, Los Angeles (finance), has appointed Smith, Bull & McCreery Adv., Hollywood, to handle national advertising. Other Smith, Bull & McCreery appointments include: **SALLY STAR Inc.**, Hollywood (dress manufacturer); **CREAMERIES OF AMERICA**, Los Angeles (chain dairy); **CALIFORNIA FOUNDATIONS**, Los Angeles (dresses, foundations); **COAST VAN LINES**, Los Angeles (moving, storage); **PLAS-TEX CORP.** of America, Los Angeles (plastic specialties). All accounts will use radio.

EDWARD E. EAGLE DISTRIBUTORS, Los Angeles (liquid invisible masquefacial preparation), has appointed Allied Adv., Los Angeles, to handle regional advertising. Radio will be used.

CITIES SERVICE OIL Co., New York (oil and gasoline), has started recorded programs on eight Ontario stations. Agency: Harold F. Stanfield Ltd., Toronto.

QUAKER OATS Co., Peterborough, Ont. (Quaker flour), has started one-minute musical jingles on 13 Canadian stations: Agency Spitzer & Mills, Toronto.

LORIE Ltd., Toronto (watches), has appointed Ellis Adv., Toronto, to handle all advertising, and is continuing current campaign of time signals and weather reports on number of Canadian stations.

RAYMOND LABORATORIES (Canada), Toronto (Rayve creme shampoo), has appointed James Fisher Co., Toronto, as advertising agency, and has started spot announcement campaign on number of stations.

BRISTOL-MYERS Co. of Canada, Montreal (Sal Hepatica, Turshay), has started French-language half-hour program "Banco, Banco," weekly on CKAC CHRC and CHLT. Agency: Ronalds Adv., Montreal.

AMERICAN MOTO-SCOOT Co., Chicago (power scooters), has appointed Lieber Adv., Chicago, to handle advertising. Radio will be used.

MOORE DIV. of **CONLON-MOORE Corp.**, Joliet, Ill. (heating and cooking appliances), has appointed Kane Adv., Bloomington, Ill., to handle advertising. Radio to be used.

NEW & USED CAR DEALERS of Glendale, Calif. (cooperative group), April 1 starts for 52 weeks "Buy on Brand" spot announcement campaign on KFI KECA KLAC KMPC KRKD KXLA KGFJ XEMO, with other Southern California stations to be added. Approximately 1,200 announcements monthly will be used. Agency: Pat Patrick Co., Glendale.

WADHAM & Co., Portland (coffee, spices, canned foods), has appointed Short & Baum Adv., that city, to handle Pacific Coast advertising. Radio will be used.

SPRING HILL NURSERIES, Tipp City, Ohio (flower and fruit trees), has started 5 and 15-minute programs on WJR WJZ WLS WLW WING WHIO WWVA WRVA. Agency: Don Kemper Co., Dayton, Ohio.

GRIFFITH DISTRIBUTING Corp., Cincinnati, Ohio (electric appliances), has appointed Dinerman & Co., that city, to handle advertising. Radio will be used.

STANDARD OIL Co., of California, San Francisco (Chevron gasoline and RPM motor oil), March 7 started 20 and 50-second singing commercials on KNX Hollywood, and other western stations. Agency: BBDO, San Francisco.

S.O.S. Co., Chicago (Magic Scouring Pads), has started spot announcement campaign in all metropolitan markets throughout U. S., using one-minute and 15-second spots. Agency: McCann-Erickson, San Francisco.

SOUTHLAND PRODUCTS Co., Los Angeles (Lyk-Nu colored car wax), has appointed Atherton & Co., Hollywood, to handle regional advertising. Firm is using weekend spot announcement schedule on KLAC and KFWB Los Angeles. Contracts are for 26 weeks.

ROCKVIEW MILK FARMS, Downey, Calif. (home delivery service), has appointed John F. Whitehead & Assoc., Los Angeles, to handle Southern California advertising. Radio is to be used.

MERCER PIE Co., Chattanooga, Tenn., has appointed Nelson Chesman Co., that city, to handle advertising. Quarter-hour program on WDOD Chattanooga, and spot announcements on other stations in area are being used.

SYNCO PRODUCTS Inc., Chattanooga, Tenn. (Detsol washing compound), has appointed Nelson Chesman Co., that city, to handle advertising. Radio to be used.

BORDEN Co., New York, for its newest product, Lady Borden Ice Cream, will start spot campaign in 150 cities throughout country in April. Product is currently being promoted on Borden Co.'s "Ginny Simms Show" on CBS, Fri. 9-9:30 p.m. Agency: Young & Rubicam, New York.

UNITED FRUIT Co., New York, March 17 started singing commercial, featuring Chiquita Banana, on approximately 117 stations in 40 markets. Sponsor is not mentioned on transcription which explains uses of bananas. Agency: BBDO, New York.

MEDFORD BREWING Co., Medford, Wis. (Medford Beer), has started six-times weekly "The Medford Beer Night Watch" program on KRUX Phoenix, midnight to 6 a.m.

PEP BOYS of California, Los Angeles (auto accessories), Mar. 10 started weekly quarter-hour "Shopping Service" on television station KTLA Hollywood, with demonstrations of use of merchandise sold by sponsor. Agency: Milton Weinberg Adv., Los Angeles.

GILLETTE SAFETY RAZOR Co. of Canada, Montreal (razor blades), plans to broadcast running of Kentucky Derby May 3 on 36 Dominion network stations. Agency: MacLaren Adv. Co., Toronto.

FRED VARNAU, assistant to sales manager of Frederic Ziv Co., Cincinnati, and **BEVERLY SHOWALTER**, of Ziv Co. bookkeeping department, have been married.

Admiral Profits Up

NET PROFITS of Admiral Corp., Chicago, for 1946 totaled $1,088,625, equal to $2.10 a share of capital stock outstanding, according to Ross D. Siragusa, president. This compared, he said, with $711,310, or 79 cents a share in 1945. Sales of $36,169,850 topped total sales in 1945 by 15%, despite severe shortages of parts and raw materials.

"Wish the boss would advertise on WFDF Flint—the louse!"

TABLE IV

"From what you have seen of BMB's operation so far, how do you evaluate BMB's method of reporting its data to stations?"

	Good	Fair	Poor	Don't Know	Unanswered
Total BMB Subscribers	45%	25%	18%	5%	7%
REGION					
Pacific & Mountain	37	37	13	--	13
West Central	31	29	24	8	8
East Central	56	26	11	--	7
Middle Atlantic & New England	52	12	32	--	4
South Atlantic	55	18	12	12	3
CITY SIZE					
500,000 and over	50	10	40	--	--
100,000-500,000	43	30	16	6	5
25,000-100,000	41	30	15	5	9
10,000-25,000	54	11	19	5	11
Under 10,000	40	40	20	--	--
NETWORK AFFILIATION					
ABC	35	32	13	9	11
CBS	44	26	19	4	7
MBS	55	19	12	8	6
NBC	52	26	22	--	--
No Affiliation	21	36	36	--	7
CLASS "A" HOURLY RATE					
Under $100	40	27	19	5	9
$100-199	50	28	11	4	7
$200 and over	50	16	28	3	3

TABLE V

"From what you have seen of BMB's operation so far, how do you evaluate BMB's educational efforts in explaining the uses of its data?"

	Good	Fair	Poor	Don't Know	Unanswered
Total BMB Subscribers	19%	32%	37%	5%	7%
REGION					
Pacific & Mountain	10	44	30	3	13
West Central	13	18	55	3	11
East Central	26	30	30	7	7
Middle Atlantic & New England	12	44	32	8	4
South Atlantic	30	30	34	6	--
CITY SIZE					
500,000 and over	20	30	50	--	--
100,000-500,000	11	33	43	5	8
25,000-100,000	20	31	33	8	8
10,000-25,000	22	27	35	5	11
Under 10,000	20	47	33	--	--
NETWORK AFFILIATION					
ABC	15	39	33	2	11
CBS	19	30	37	7	7
MBS	27	33	26	8	6
NBC	15	26	52	7	--
No Affiliation	15	14	57	7	7
CLASS "A" HOURLY RATE					
Under $100	21	36	28	5	10
$100-199	20	30	37	9	4
$200 and over	10	25	59	--	6

Speech Exchange

SERVICE for affiliated stations is new "speech exchange" began by Edwin W. Buckalew, station relations head of CBS western division. Under this arrangement, all speeches made by network education and public affairs executives are mimeographed and distributed to stations.

NBC Promotion Story

STORY of how NBC Pacific network puts promotion effort behind regional low-budget programs has been printed in Sales Management. Reprints of article with accompanying note signed by F. A. Berend, sales manager, have been prepared and distributed among advertisers and agencies.

BMB Methods

(*Continued from page 28*)

Central managers are most critical (Table V).

Large city managers (500,000 population and over) lead the criticism among the city-size group, with criticism tending to decrease as size of city decreases.

Again Mutual affiliates show most appreciation for BMB's educational efforts, although 26% of its stations labelled them as "poor." Least impressed are non-network and NBC stations.

Analysis by base hour rate reveals that criticism of BMB's educational efforts increases directly with increase in rate: the higher a station's rate, the more critical it is of the BMB's job of explaining its uses (Table V).

The following table recapitulates the replies to the five questions discussed in this report. It shows that BMB won the approval of a majority of subscribers on all five counts ("good" and "fair" combined equal more than 50%):

"From what you have seen of BMB's operation so far, how do you evaluate BMB's

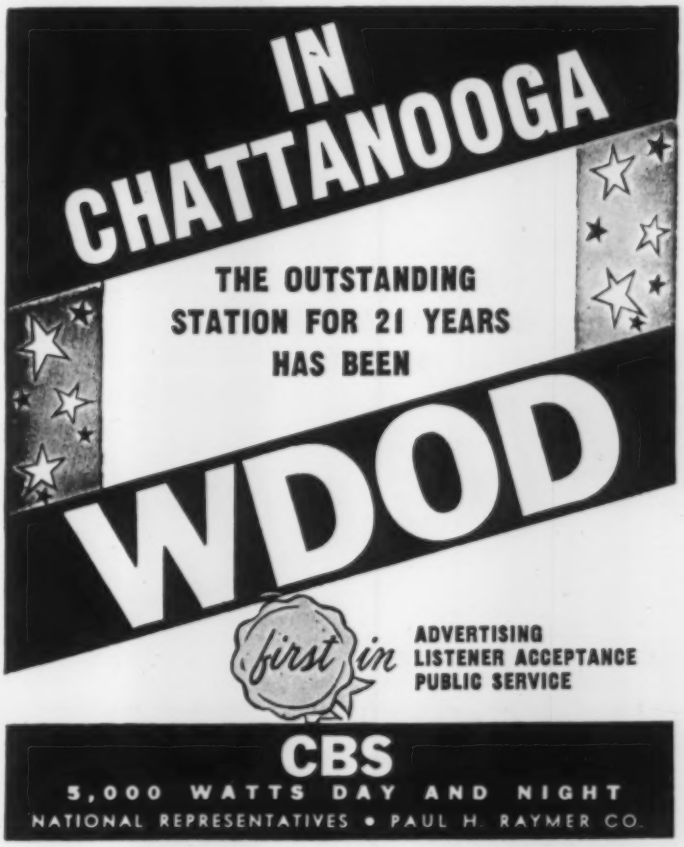
—Management?
—Research formula?
—Selling methods to stations?
—Method of reporting its data to stations?
—Educational efforts in explaining the uses of its data?"

	Good	Fair	Poor	Don't Know	Unanswered
Management	50	24	5	14	7
Research formula	30	31	18	15	6
Selling Methods	41	22	19	8	10
Reporting Methods	45	25	18	5	7
Educational Efforts	19	32	37	5	7

Audience Increase

AUDIENCE attendance at programs originating from CBS Hollywood studios reached an all time high with 1,592,206 persons in 1946 network reports. This was 346,244 more than in 1945. *Meet the Missus*, six weekly half-hour CBS Pacific audience participation show, led all programs with 231,460 persons in attendance.

BROADCASTING TRENDS' next survey of agency opinion is in the field now. Members of the Advertising Agency panel are being asked by Audience Surveys Inc. for their views on station rate structures, merchandising activities, and other controversial subjects of importance to the industry at this time. The results will appear in BROADCASTING April 7.



WHBQ

We haven't bothered Quae-Quaes*

*Those Hot Hottentots —sez Webster.

MEMPHIS

The Quae-Quaes are not our market, and we'd be in hot water trying to sell them. In this rich Mid-South market we know peoples' radio preference and buying habits. That is the reason for so many renewals on WHBQ.

CALL W. H. BEECUE

RAMBEAU

New York • Chicago • Hollywood

The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery

CBS Station for the SPARTANBURG-GREENVILLE Market

TECHNICAL

BILL HAIRE, assistant chief engineer at WHIT New Bern, N. C., has been named chief engineer, succeeding DAVE HARDISON. MAX BRADBARD has joined WHIT engineering staff.

CLIFF MILLER, on technical staff of KOY Phoenix, has been named chief engineer. LOUIS SUBLETT, who has been serving as chief engineer, will be in charge of KOY transmitter and crew. Mr. Miller will supervise all radio engineering as well as administration of technical staff. During war he served four years overseas as an AAF squadron communications officer, rejoining station upon discharge.

Mr. Miller

GEORGE SCHIMMEL, WQXR New York engineer, has announced his engagement to Phyllis Sustick.

BILL COLLINS, formerly with CKWX Vancouver, B. C., has joined technical staff of CKNW New Westminster, B. C.

WALTER VAN NOSTRAND, owner of Van Nostrand Radio Engineering Service, Atlanta, Ga., is recuperating at his home from an attack of pneumonia.

LES BOWMAN, CBS Western division chief engineer, is in New York for home office conferences with network executives.

CHARLES M. EINING, Navy veteran, has joined engineering staff of KOA Denver, succeeding F. A. NELSON, retired.

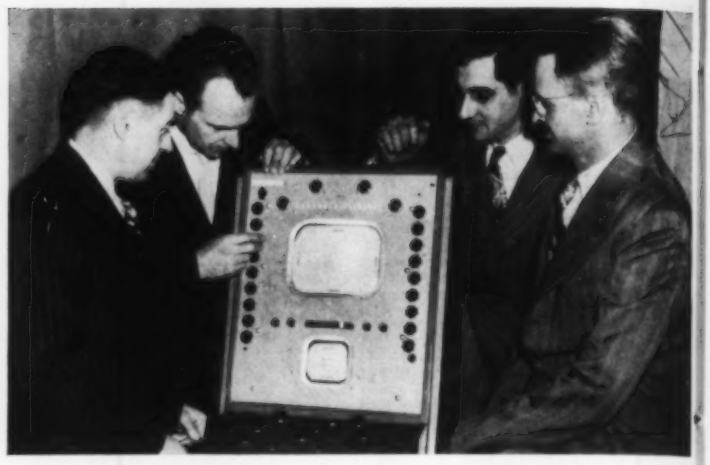
New Type Phone-Radio Hookup Ready for Farms

NEW TELEPHONE system consisting of a combination radio and telephone hook-up for use by farms and ranches is being installed by the Bell Telephone Labs., Paul W. Blye, transmission engineer of the firm, told a General Electric science forum in an address broadcast on WGY and WGFM Schenectady.

"Four Colorado ranches have their own radio terminals, and from one of them a wire-line goes to four more ranches," Mr. Blye explained. "As far as any of these patrons is concerned, his telephone might be right in town. He simply picks up his handset, the operator answers, and he gives the number he wants."

KRIO Adds to Staff

KRIO, scheduled to begin operation next month at McAllen, Tex., with 1 kw fulltime on 910 kc [BROADCASTING, March 3], has added several men to its sales and production staff, Ingham S. Roberts, general manager of Valley Broadcasting Assn. Inc., KRIO licensee, announces. The additions include: Bert Metcalf, who has been a member of the radio news and speech faculty of the U. of Denver, news editor; Glance Kilgore, just released from the merchant marine, staff announcer; Murray Coe, who has had sports announcing experience, head of sports department; H. R. Halcom, until recently on the staff of KRGV Weslaco, Tex., announcer-salesman.



STUDIO-TYPE video receiver which indicates the type of picture being sent out from the television transmitter is examined by General Electric district representatives who were in Syracuse for a series of television conferences. L to r: W. C. Jaeger, Boston; Philip G. Caldwell, video equipment sales manager at Syracuse, under whose direction the meetings were held; S. W. Pozgay, Chicago; M. F. Chapin, Minneapolis.

Farm Set Ownership Is 75.9% In Final Tabulation by Census

RADIO sets were found on 75.9% of the occupied farms in the United States as of Jan. 1, 1945, according to final results of the 1945 Census of Agriculture made public last week by the U. S. Census Bureau.

Complete census results show that 4,264,007 of the 5,612,802 occupied farms in the nation are equipped with at least one radio receiver.

The bureau had estimated last summer, on the basis of a 223-county sample, that 76.2% of occupied farms (4,237,000 out of 5,877,000) had radio sets. This preliminary estimate, which the bureau said might be in error as much as 2%, is thus found to have been accurate within a fraction of a single percentage point [BROADCASTING, Aug. 5, 1946].

The Census of Agriculture figures cover the number of farms on which there is at least one radio receiver. A farm with two or more homes or families and two or more receivers counts as only one radio farm.

Figures on farm radio ownership issued by BMB in the spring of 1946 estimated that 76.2% of rural farm dwelling units were equipped with radio as of Jan. 1, 1946. While this figure is the same as the preliminary census finding, the two are based on different formulas, BMB covering farm dwellings and the Bureau showing number of occupied farms [BROADCASTING, May 20, June 3, 1946].

Using the total number of farms as a base, regardless of presence of one or more dwellings, the Bureau found that 72.8% of the total 5,859,169 farms had at least one radio set.

(Census of Agriculture figures on radio ownership by states were published by BROADCASTING during 1946 as they were computed by the Bureau.)

The census data show that while the number of farms dropped by 238,000 during the 1940-45 period, the number operated by full and part owners increased 263,000, with 67.6% of all farms operated by full and part owners in 1945 compared to 60.7% in 1940. Fewer farmers were engaged in off-farm work in 1945, it was found, despite the reduction in farm labor supply.

Use of Machinery

Use of machinery on farms increased rapidly during the five-year period, with 2,787,624 reporting electricity compared to 2,032,316 in 1940. In 1945 1,866,109 farms had telephones compared to 1,526,954 in 1940. Use of mechanical devices such as tractors and trucks also increased rapidly, increasing farm production and enabling farmers to send more products to market.

Value of farm products sold or used by farm households in 1944 totaled more than 18 billion dollars, an increase of more than 10 billions over 1939, with a higher price level accounting for a significant part of the increase.

Average size of farms increased as the number of farms decreased. The number of farms 180 acres or larger was 44,000 greater in 1945, with the number under 180 acres declining by 281,000. Average size of farms increased from 174 to 195 acres in five years.

Startling gains in production were revealed from 1939 to 1944, with crop and livestock gains described as phenomenal. A tremendous increase occurred in the number of farms having a total value of farm products in excess of $4,000.

LONDON LETTER–By William Pingrey

Over 7 Million More to Be Spent Next Year by BBC, Says Paper

THE BBC will spend more next year, it was disclosed in a Government White Paper just published.

For all broadcasting services—domestic, television, overseas programs—the estimate is 13,350,000 pounds ($53,400,000). This is an increase of 1,856,000 pounds ($7,424,000).

Commenting on the bigger budget, the *London Star* said it "will make listeners wonder how far they are getting value for money," adding: "The BBC may claim, on the basis of listener research, that a great majority of listeners are satisfied with what they get. . . . . But there is a good deal of criticism of which the BBC appears to be oblivious, though it reaches newspapers."

* * *

With the fuel crisis ended, the BBC restored its night television programs March 12, but it was only a partial resumption of the former schedule of five hours daily.

Continuing to cooperate with the request for voluntary curtailment of electricity, the BBC held back on morning and afternoon telecasts. In addition, the Home and Light Networks remained on reduced schedules, being off the air completely five hours daily.

* * *

More controversial religious broadcasts will now be allowed, the BBC Board of Governors announced.

By this move, the BBC hoped, perhaps, to be able to satisfy minority religious groups that have complained the Church of England was favored in religious broadcasts.

A recent critic was the Rev. H. W. Kemshall, minister of Scarborough Unitarian Church, who said religious broadcasts "are very carefully chosen and always carefully edited. The result is a mass of platitudes and superficialities designed to stop people thinking rather than to encourage them to do so."

* * *

Geoffrey Cooper, Labor member of Parliament and BBC critic, told the British Songwriters' Protective Association that the broadcasting monopoly favored American composers.

Only 19 per cent of broadcasting time was given to British songs, Cooper said, whereas some 50 per cent of the major song hits were British.

"It proves that the BBC are overweighed against us and are in favor of American and other composers," he said.

Capt. Houel Fagan

CAPT. HOUEL (Jim) FAGAN, 33, former Chicago-Philadelphia announcer and actor and with Army Ground Forces, Information Division, Pentagon, Washington, died following short illness at Station Hospital, Fort Belvoir, Va. He was narrator-announcer on Army's *Division Diary* on MBS. He is survived by wife and son.

CBS Withdrawing WCCO FM Request

Network Says Several Factors Complicate Its FM Plans

FCC'S FM multiple ownership rule, its interpretation that WAPI-FM Birmingham is a CBS FM station, and its FM channel-reservation policy holding up consideration of the CBS Washington FM application were cited by the network last week as "complications" contributing to the withdrawal of its FM application for WCCO Minneapolis.

Columbia has five FM grants, one less than the maximum permitted by FCC rules, and has applications pending for Boston and Washington. The Boston application has been through hearing. The Washington bid is being withheld by FCC from consideration until after June 30 when the Washington area's "reserved" channel becomes available for assignment.

The CBS statement on its Minneapolis withdrawal, which was taken without prejudice to a later application, was as follows:

"The CBS position with respect to applications for FM stations in various cities is complicated by a number of factors. Among these are the FCC's rule limiting ownership of FM to six stations; the FCC's interpretation that the WAPI Birmingham FM station—in which CBS has a 45% non-voting interest—should be counted as a CBS FM station; and the FCC's reservation rule which precludes granting of the CBS application for a Washington FM station until after June 30 of this year.

"Accordingly, in view of the complications, Columbia has withdrawn its application for a Minneapolis FM station for reasons of administrative convenience. This withdrawal does not mean that CBS has abandoned plans for a Minneapolis FM station."

The network has grants for FM affiliates of its WCBS New York, WBBM Chicago, KMOX St. Louis, KNX Los Angeles, and WAPI.

Milestones

G. A. RICHARDS, president of WGAR Cleveland, WJR Detroit and KMPC Hollywood, celebrated his birthday March 19 coincidentally with 10th anniversary of latter station's ownership.

Mr. Richards

. . . CJCA Edmonton, Alta., May 1 marks 25th birthday with inauguration of new 5 kw Canadian Marconi transmitter . . . CBC International Service is now in its third year of operation. . . . Four NBC affiliates—KOMO Seattle, KHQ Spokane, KGW Portland and KFI Los Angeles—April 2 at special dinner meeting in Los Angeles will receive plaques honoring 20 years of affiliation with that network. NBC and station officials will attend.

Daytime News Editor Bill O'Neil has started his second year of newscasting over WTAG Worcester, Mass. . . . Phil Davis, musical director and orchestra leader of the CBS *Here's to Ya'* show, this month marks his 25th radio anniversary. . . . Commercial Manager William Malo of WDRC Hartford, Conn., is observing his 17th anniversary with the station this month. Mr. Malo joined WDRC in 1930. . . . Pearl & Lowenstein, Memphis jeweler, is now in its 14th year of sponsorship of the same recorded program each Sunday on WHBQ that city. . . . Street & Finney, New York, celebrated its 45th anniversary on March 15.

CJOB Winnipeg, on the anniversary of its first year on the air, has distributed to advertising agencies and advertisers a wall card bearing Elmer Wheeler's famous poem, "You can't erase the spoken word." CJOB microphone is background for the poem. . . . KWK St. Louis celebrated its 20th birthday on March 17 with a cocktail party for the entire staff held in the future home of that station at 4th and Pine Sts.

The Women's Advertising Club of Baltimore March 15 celebrated its 25th anniversary with a dinner dance at the Sheraton-Belvedere Hotel, that city. . . . Jimmy Durante and Garry Moore March 28 start their fifth year together on their regular broadcast over CBS. Show is sponsored by Rexall Drug Co. through N. W. Ayer & Son, New York. . . . Fred Robbins, m. c. of the WOV New York *1280 Club* record show, was to be given a Town Hall testimonal concert by artists in the modern music field on his seventh radio anniversary, titled "Great Names in Modern Music." Concert was to feature artists and instrumentalists from various orchestras. Mr. Robbins was to receive an award for contribution to popular music appreciation.

KFMB sells SAN DIEGO

San Diego Shoppers are intensely loyal to San Diego stores and "shop" to the tune of $246,694,400 a year—you can reap PLUS sales in this prosperous market with KFMB—reaching these buyers from "within".

KFMB

* Now operating KFMB-FM

BASIC AMERICAN NETWORK
(Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

1947 A Century of Progress

As Utah celebrates its century of historic progress, KDYL is proud to occupy a firm place in its cultural and business life, earned in twenty-five years of service.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
JOHN BLAIR & CO.

Casual Reader Likely to Misinterpret Anonymous Statement, Dillard Thinks

Editor, BROADCASTING:

As a reporting medium to the trade, BROADCASTING is known by its readers for its excellence of coverage and authenticity in reporting. So much so, in fact, that it is my feeling that quotations made therein and reported by BROADCASTING are accepted by the trade as authoritative, even though such quotations may be direct reporting only and not necessarily expressing the views of BROADCASTING or the trade in general. As a result even promiscuous irresponsible statements printed for their news value have lent to them an authenticity accepted by the trade because they appear in BROADCASTING.

There is one such statement appearing in the March 17 BROADCASTING, harmless if analyzed literally but damaging to FM in its interpretation by the casual reader. Says the anonymous manufacturer who is quoted, "There has not been an FM receiver yet that worked perfectly." Certainly everyone will agree that there has never been an FM receiver that has worked perfectly no more than there has ever been an AM or television receiver that has worked perfectly.

I am not one to criticize the author for his strict literal use of the words "worked perfectly" since after all perfection has never yet been attained in any science. Nevertheless, to me, this represents a play on words, the *inference* being that there are no FM receivers providing satisfactory service.

The quotation is anonymous. Was it made by a reputable volume producer of FM receivers? With the broad implications which are drawn in the general statement and the anonymity of the author, every manufacturer of radio sets, FM and AM, is under suspicion for making the statement — all the more reason why the true author and his business associations should be disclosed. I realize that it is within the prerogatives of BROADCASTING to withhold the name of the originator of this statement; yet it is my feeling that when such statements are made proper credit should be given to him who speaks so that proper credit or discredit in later years will fall upon the shoulders of those who feel that they should make such statements "in the public interest."

EVERETT L. DILLARD,
General Manager
WASH and KOZY.

ORSON WELLES has been presented with citation for his "radio campaign against racial and religious bigotry" by Schomburg Collection of New York Public Library, which annually conducts nationwide poll to select citizens to be placed on Honor Roll of Race Relations.

CHARLIE GEHRINGER

Talks!

Month after month, we've been telling you how the smart folks at this station keep dreaming up, building up, and producing local shows that make people in the Detroit Area listen . . . and buy!

Now look what we've done.

Charlie Gehringer . . . the all-time best second sacker in baseball . . . one of the big sport names anywhere, (and for sure, in Tigertown) TALKS about baseball in his own chatty, informal way. On the air only 2 weeks as this goes to press, it's a sport show that clicks like a sharp single with the score tied!

—another reason why more advertisers look to us regarding radio . . . and save time *and* money doing it!

In the Detroit Area, It's

ADAM J. YOUNG, JR., INC. Natl. Rep.

CKLW

Canadian Rep., H. N. STOVIN & Company

J. E. Campeau, Managing Director

Guardian Bldg., Detroit 26 • Mutual Broadcasting System

PROGRAMS

DRAMATIC series of Robert L. Ripley "Believe It or Not" program returns to air on NBC, beginning May 12, to be aired Mon. through Fri. 1:45-2 p.m. as cooperative series. Dramatic cast will enact several episodes and Mr. Ripley will appear on show in person one or more times during week.

Causes of Divorce

CAUSES of mounting divorce rate is theme of new program being prepared for national network presentation, with origin in Chicago. Designed as public service and entertainment program, show titled "Appointment for Marriage" will feature Sid Summerfield, former chief clerk of Marriage License Bureau, Cook County, and will be based on his experiences. Program is packaged by Criterion Radio Features, Chicago.

Juvenile Features

CLASSICAL MUSIC of interest to children from 7 to 17 years of age is presented on "The Children's Concert Hour" on WACE Chicopee, Mass., Sat. 9 a.m. Students from Holyoke and Chicopee public schools are selected by competion to act as announcers for show, and printed programs are mailed to families in area. Schools also use program for musical appreciation study. WACE also presents "The Skipteen Sportlight," live talent juvenile program, Sat. 10 a.m. Program features high school pupils in dance orchestra, as master and mistress of ceremonies, fashion editor and sportscaster, and is prepared and presented by students under supervision of WACE production department.

'Music for Desert Isle'

NOVEL recorded musical show, titled "Music for a Desert Isle," has been started on CKNW New Westminster, B. C. Show is based on audience participation. Contestant is asked what musical selections he would like to have with him if he were suddenly transplanted to a desert island. Program is built through contestants answers.

Local Salutes

SALUTES to Lancaster County, Pa. boroughs are presented on "Friends and Neighbors" program on WLAN Lancaster, Mon. through Fri. 9:30-10 a.m. Salute is in form of recognition to local citizen who has done outstanding work in community, who receives award of GE switch alarm clock. Citizen from different town is saluted each day.

Traffic Accidents

SOUND effect record of typical traffic accident, complete with scream, opens "Traffic Accident Scoreboard" program, aired Mon. through Fri. 5:55 p.m. on WTOC Savannah, Ga. Series is aimed at promoting public interest in traffic accident control problem. WTOC news department presents traffic accident reports of police departments of city and county, and concludes show with scoreboard report of accidents of week.

Operation of Radio

TO ACQUAINT public more thoroughly with operation of radio in general, new weekly program, "Seven Days Till New," has been started on KTUL Tulsa, Okla., by John Esau, KTUL general manager. Mr. Esau tries to answer all letters from listeners, discuss various facets of radio, explain reasons for programming and how balance of programs is determined. Show is aired Wed. 6:30-6:45 p.m.

Adopted Children

PROBLEMS of adoption of children is theme of new series aired Mon. 3:30 p.m. on WEEI Boston. Sponsored by Greater Boston Community Fund on its regular program, "Let's Talk About Children," new series is titled "Our Adopted Children" and will run for two-month period. Series is aimed at building more informed public opinion in order to promote intelligent understanding of how best to safeguard rights and welfare of adopted children, their adoptive parents, and natural parents. Written by Mitzi Kornetz, radio director of Greater Boston Community Fund, 15-minute round table series, features as consultant Dorothy K. Howerton, in charge of children's section of Community Council.

Student Production

STUDENT group known as "Radio GHS," comprised of students from Gardner High School, Gardner, Mass., produces weekly quarter-hour program and other special broadcasts over WHOB that city. Under supervision of Ben Hubley, WHOB chief announcer and assistant program director, group has been organized as typical radio station staff, with about 30 students who were chosen by audition. "Radio GHS" programs present discussions of interest to local students.

Floral Tribute

WEEKLY tribute to some Moncton, N. B., personality whose deeds on behalf of community merit recognition is aired over CKCW Moncton, on 15 minute program each Sun. 6:30 p.m. titled, "An Orchid to You," and sponsored by Rae Fraser, Moncton florist. "Personality of the week" receives floral token of esteem.

Historical Dramas

DRAMATIZED histories of communities, their importance and growth, is theme of new series, "Builders of Destiny," to start April 13 on WLW Cincinnati. Cities honored will be selected in contest sponsored by station. Bond will be awarded each week to writer for best letter telling why his town should be included in series. Series will be aired Sunday 12:30 p.m.

Jingle Quiz

JINGLE quiz program, "Finders Keepers," sponsored by Carpel Frosted Foods Inc., Washington, is heard twice weekly on WOL that city. Show is broadcast from different grocery store outlet each week and prizes are given for winners of jingled quiz question, as well as complimentary packages of Carpel's frosted foods. Agency is Henry J. Kaufman & Assoc., Washington.

Discussion Series

ROUND TABLE discussion program prepared by Forum Committee will be Sunday feature on WELM Elmira, N. Y., new 250 w station on 1400 kc to begin broadcasting soon. Forum committee is composed of prominent Elmira citizens who will select topics and pick participants for half-hour discussion show.

CHECK for $10,445.87 was presented last week by Generoso Pope, president of WHOM New York, to Basil O'Connor, head of National Foundation for Infantile Paralysis. Sum represented contributions made by WHOM listeners to "March of Dimes" campaign.

*"Home, Sweet Home"— and there are 67,194 radio homes in WRRF's territory**

*WRRF's territory has a population of more than 600,000 persons.

NOW 5000 WATTS

In Eastern North Carolina the regional station is WRRF. This rich area is one of the most fertile agricultural belts in the nation and is the heart of the Bright Leaf Tobacco Belt. Last year's tobacco crop in Eastern North Carolina sold for $175,000,000.00.

930 KC - 5000 Watts

WRRF

Washington, N. C.

ABC Network
•
Tar Heel Broadcasting System, Inc.
•
Natl. Representatives Forjoe & Co., New York, Chicago, Los Angeles

FCC Actions

(Continued from page 61)

Harlingen, Tex.—CP for new AM station 1530 kc 50 kw, D.

Remote Pickup

KTRH Bcstg. Co., area of Houston, Tex.—License to cover CP, new remote pickup station KSMU, frequencies 30.82, 33.74, 35.82 and 37.98 mc. Power: 2; w emission: A3, unl., portable-KTRH, Houston, Tex.

License Renewal

Joseph F. Novy, Riverside, Ill.—License renewal of developmental station W9XJN.

WJW Inc., area of Cleveland, Ohio—License renewal of relay station WENI.

March 20 Decisions . . .

BY COMMISSION EN BANC

AM—1080 kc

Scotland Bcstg. Co., Laurinburg, N. C.—Granted CP for new station 1080 kc 1 kw D; engineering conditions.

AM—1300 kc

Asher Bcstg. Service Inc., Quincy, Mass.—Granted CP for new station 1300 kc 1 kw D; engineering conditions.

AM—900 kc

Nashua Bcstg. Corp., Nashua, N. H.—Granted CP for new station 900 kc 1 kw D.

AM—1490 kc

Mountain Bcstg. Service Inc., Princeton, W. Va.—Adopted order granting application for new station 1490 kc 250 w unl., conditions.

AM—690 kc

Sky Bcstg. Service, New Orleans—Granted CP for new station 690 kc 1 kw D; engineering conditions.

AM—1510 kc

Doyle E. Collup, Stephenville, Tex.—Granted CP for new station 1510 kc 250 w D; engineering conditions.

AM—720 kc

Seminole Bcstg. Co., Wewoka, Okla.—Granted CP for new station 720 kc 250 w D; engineering conditions.

AM—1220 kc

The LaSalle County Bcstg. Co., LaSalle, Ill.—Granted CP for new station 1220 kc 250 w D; engineering conditions.

AM—860 kc

WLBG Inc., Laurens, S. C.—Granted CP for new station 860 kc 250 w D; engineering conditions.

Assignment of Licenses

WWCO Waterbury, Conn.—Granted consent to assignment of license of WWCO from partnership composed of Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers, to Mattatuck Broadcasting Co. for consideration of $30,221. Each partner will be an officer and/or director and will hold 1/3 interest.

Assignment of CP

WILK Wilkes-Barre, Pa.—Granted consent to assignment of CP from partnership consisting of eight equal partners to Wyoming Valley Broadcasting Co., a corporation. No money involved.

Cancellation of CPs

KROX Clovis, N. M.—Authorized cancellation of CP for new station and mod. thereof, and deleted all records relative thereto, upon request of permittee due to ill health of principal stockholder.

KRSM Roswell, N. M.—Same.

Petition

Sims Publishing Co., Orangeburg, S. C.—Denied petition requesting waiver of the provisions of Temporary Expediting Procedure of Jan. 8, 1947, and retain its application in the processing line rather than refer it to pending files pursuant to provisions of said procedure; and referred said application to pending files.

Designated for Hearing

Craig Broadcasting Co., Chester, S. C.—Designated for hearing application for a new station to operate on 1490 kc 250 w unl., and ordered WKIX Columbia, S. C., be made a party to the proceeding.

Steel City Broadcasting Corp., Homestead, Pa.—Designated for hearing application for new station to operate on 860 kc 250 w D.

BY COMMISSION EN BANC

FM—Conditional Grants

Newnan Bcstg. Co., Newnan, Ga.—Authorized conditional grant for a class B station subject to further review and approval of engineering details, with the following change in allocation plan: Add channel 238 to Newnan, Ga., and delete same from LaGrange, Ga.

Wayne M. Nelson, Concord, N. C.—Authorized conditional grant for a class B station subject to further review and approval of engineering details.

Donald W. Reynolds, Okmulgee, Okla.—Authorized conditional grant for a class A station subject to further review and approval of engineering details. (Comr. Durr voting for hearing).

Neenah-Menasha Bcstg. Co., Neenah, Wis.—Authorized conditional grant for class B station subject to further review and approval of engineering details.

FM—Construction Permits

Commission issued 15 full CPs (List with story on page 81).

Miscellaneous FM

Adopted an Order amending Section 1.121 of Part 1 of the Rules adding subparagraph (r), which reads as follows: "(r) For special temporary authority to provide an interim FM broadcast service provided such requests are from FM conditional grantees or holders of FM construction permits."

Wilmington Tri-State Bcstg. Co. Inc., Wilmington, Del.—Granted petition requesting that its application for a new class B station be designated for hearing in consolidation with application of WDEL Inc.

Granted joint petition of Liberty Bcstg. Corp., Atlanta Journal Co., et al to accept waiver of the consolidated hearing on their respective applications for FM stations; ordered that the applications be removed from the hearing calendar, the records closed and the hearing scheduled for April 7 at Atlanta, cancelled.

Peoria Bcstg. Co., Peoria, Ill.—Granted special temporary authority to commence an experimental FM broadcast operation in Peoria.

John Lord Booth, Detroit, Mich.—Authorized re-issuance of construction permit to the Booth Radio Stations Inc., in lieu of John Lord Booth.

WIUV Delafield, Wis.—Authorized change in assignment of FM non-commercial educational station from 91.1 mc to 90.7 mc (No. 214).

Commercial Television

The Fort Industry Co., Detroit, Mich.—Granted CP for a new station; 54-60 mc; (No. 2); vis 14.26 kw; aur 7.51 kw; 500 foot ant.; engineering conditions; (Comr. Durr for hearing).

WABD New York, N. Y.—Granted authority to resume regular operations for a period of 90 days with ERP of 14.25 kw video and 9.45 kw aur, using 2.5 kw composite amplifier aur trans.; 640 foot ant., subject to condition that licensee file a mod. of CP within 90 days and submit satisfactory field intensity survey and proof of performance with license application.

ACTION IN DOCKET CASES

AM—1320 kc

WATR Waterbury, Conn.—Made final proposed decision denying application for CP to change trans. and studio site to Springfield, Mass., increased power from 1 to 5 kw, install new trans and DA, operating unl. time on 1320 kc.

AM—1320 kc

WMAS Springfield, Mass.—Made final proposed decision denying application for CP to change frequency from 1450 kc to 1320 kc, increase power from 250 w to 5 kw, install new trans. and DA.

Commission announced that application of Lake Worth Bcstg. Corp. Inc. Lake Worth, Fla., for CP new station 1490 kc 100 w unl., incorrectly was reported March 10 to have been dismissed at request of attorney [BROADCASTING March 17]. Application continues in pending file.

Hearings Before FCC . . .

MARCH 24—10 A.M.

Further Hearing

Lee-Smith Bcstg. Co., Faribault, Minn.—CP 920 kc 1 kw DA unl.

Associated Bcstrs. Inc., Wadena, Minn.—Same.

KFNF Shenandoah, Iowa—CP 920 kc 5 kw unl. DA-N.

Further Hearing

Seaside Bcstg. Co., Atlantic City, N. J.—CP 1400 kc 250 w unl.

Pioneer Bcstrs. Inc., Pleasantville, N. J.—Same.

MARCH 24, 25—10 A.M.

Further Hearing

Huntington Bcstg. Co., Huntington Park, Calif.—CP 1540 kc 5 kw D.

Hollywood Community Radio Group, Los Angeles—Same (also FM facilities).

Coast Radio Bcstg. Corp., Los Angeles—Same.

San Gabriel Valley Bcstg. Co., Monrovia, Calif.—Same.

Pacific Bcstg. Co., San Francisco—CP FM facilities.

Intervenor: KOCS Ontario, Calif.

MARCH 25—10 A.M.

AM—Hearing

WTNJ Trenton, N. J.—License renewal and mod. of license 1310 kc 500 w unl.

WCAM Camden, N. J.—Same.

WCAP Asbury Park, N. J.—Same.

Camden Bcstg. Co., Camden, N. J.—CP 800 kc 1 kw D

WHAT Philadelphia—CP 820 kc 1 kw D.

Radio WKDN Camden, N. J.—Same.

Valley Bcstg. Co., Allentown, Pa.—CP 790 kc 1 kw unl.

WTEL Philadelphia—Mod. of license.

Intervenors: Mack Radio Sales, WNEW New York, WFBR Baltimore.

MARCH 26—10 A.M.

Further Hearing

Booth Radio Stations Inc., Saginaw, Mich.—CP 790 kc 1 kw unl. DA-DN.

Federated Publications Inc., Lansing, Mich.—Same.

WSAM Saginaw, Mich.—Same.

Further Hearing

Newnan Bcstg. Co., Newnan, Ga.—CP 1300 kc 1 kw unl.

Volunteer State Bcstg. Co., Nashville, Tenn.—CP 1300 kc 5 kw unl DA-N.

Respondents: WATL Atlanta, Ga. and WJHO Opelika, Ala.

Intervenors: WJDX Jackson, Miss. and WFBR Baltimore.

Further Hearing

Louisiana Bcstg. Co., New Orleans—CP 1540 kc 5 kw unl. DA-DN.

Bayou Bcstg. Co. Inc., Baton Rouge, La.—CP 1540 kc 100 w unl. Also petition to amend.

Patroon Bcstg. Co. Inc., Albany, N. Y.—CP 1540 kc 10 kw unl. D-DN.

Texhoma Bcstg. Co., Durant, Okla.—CP 1540 kc 250 w unl.

East-West Bcstg. Co., Fort Worth, Tex.—CP 1540 kc 5 kw unl. DA (DA-2).

KXEL Waterloo, Iowa—In re petition for continuation of exclusive night-time assignment on 1540 kc.

KGBC Galveston, Tex.—CP 1540 kc 1 kw-D, 250 w-N DA.

Further Hearing

WOWO Fort Wayne, Ind.—CP 1190 kc 50 kw unl. DA-N.

WLIB Brooklyn, N. Y.—CP 1190 kc 10 kw-D 5 kw-N unl. DA.

MARCH 26-27—10 A.M.

AM—Hearing

Capitol Radio Inc., Columbus, Ohio—CP 660 kc 1 kw D.

Heart of Ohio Inc., Columbus, Ohio—Same.

Intervenor: WHKK Akron, Ohio.

MARCH 27-28—10 A.M.

AM—Hearing

Voice of Amarillo, Amarillo, Tex.—CP 1230 kc 250 w unl.

Panhandle Bcstg. Corp., Amarillo, Tex.—Same.

AM—Hearing

The Las Cruces Bcstg. Co., Las Cruces, N. M.—CP 1450 kc 250 w unl.

The Mesilla Bcstg. Co., Las Cruces, N. M.—Same.

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Dear June:

Look what we found in the mail this morning . . . ". . . want you to know that the citizens of Ripley appreciate your bringing us the West Virginia University basketball games. WCHS is the only station that we could find carrying these games . . ." It was just a little thank you note from the Mayor of Ripley, W. Va., but it shows that the folks down here appreciate real public service . . . WCHS!

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5000 WATTS
590 KC

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JOHN J. GILLIN
or JOHN BLAIR

Television Boom

(Continued from page 13)

the GE Receiver Division at Bridgeport, Conn.

"GE resumed its developmental program in black and white television at the close of the war and has been in production on transmitters and supplementary equipment for some time. This equipment is being made at the company's plant at Syracuse."

John Hoge, vice president of U. S. Television Corp., which has concentrated on production of large screen projection receivers for use in restaurants, clubs, etc., said his company is "very pleased with the decision, as we are of the opinion that color television is five to ten years away for practical purposes."

Benjamin Abrams, president of Emerson Radio & Phonograph Corp., whose 10-inch screen consolette video sets are expected to reach retailers early in April, with a table model to follow shortly, told BROADCASTING that he is "100% in accord with the decision." He expressed the belief that the FCC action will "clear up the picture so that set manufacturers can go ahead with greater certainty." He said he hoped that "when color comes it will be an all-electronic system so there need be no obsolescence of black-and-white receivers."

Du Mont Statement

In the statement for Du Mont Labs., Dr. Allen B. Du Mont, president, said:

"The formal decision of the FCC deferring the establishment of color television standards is of greatest importance, and cannot be too highly stressed. The effect should be widespread and instantaneous. The FCC recognizes that further development is necessary before color television can be offered to the public.

"The decision comes at an opportune time. Many radio manufacturers have withheld their television activities awaiting this decision and the public has been slow to purchase television receivers until this important question was settled. Manufacturers can immediately proceed with their production plans and make many more receivers available for the fall market.

"The decision by the Commission indicates their conclusion that much additional development work is needed before color television is ready for public consumption. Color pictures are vastly inferior to black-and-white pictures as regards to brilliance, detail and size. It was further demonstrated to the Commission that high-frequency transmission necessary for color pictures was only practical when transmitter and receiver were within line-of-light. This factor, in itself, greatly reduces the coverage of color transmission, and some method must be devised to overcome this before color pictures compete in coverage with the black-and-white standards now being received behind hills and beyond the horizon."

Legislative Mill

H. R. 2568—To authorize Commissioners of the District of Columbia to establish daylight saving time in the capital during 1947. Introduced by Rep. Everett M. Dirksen (R-Ill.) March 17.

H. R. 1470—To provide for review of FCC orders. Introduced by Rep. Earl C. Michener (R-Mich.) Jan. 29 [BROADCASTING, Feb. 3] scheduled for continued hearing before House Judiciary Subcommittee No. 3, March 24.

S. 265—To prohibit broadcasting of "any advertisement of alcoholic beverages . . ." scheduled for hearing before Senate Interstate and Foreign Commerce Committee May 12.

GE Begins Distributing Console Video Receiver

GENERAL ELECTRIC CO. last week began distribution of its first postwar television receiver, a console model with a 10-inch direct-viewing tube and including AM radio as well as the full commercial television spectrum. It will retail for $549.50 exclusive of installation charges.

Two types of television dealerships are being set up by the company, with local distributors having their choice of either or of a combination. One type is the "servicing dealer," whose personnel and facilities have been adjudged by GE video engineers as able to handle completely the installation and servicing of GE video receivers. The other type, the non-service dealer, will serve as a sales agent only, with installation and servicing handled by a factory-approved service agency. At the outset, all New York GE video dealers will be of the non-service variety, while in Connecticut all will be servicing dealers.

Paul L. Chamberlain, manager of sales for the GE Receiver Division said that moderate production of video sets is now under way, with gradual acceleration planned. Two other models will be added to the GE television receiver line at a later date, he said.

KSMO Dedicated

KSMO, 1000 w on 1550 kc and owned by the Amphlett Printing Co., San Mateo, Calif., was officially dedicated March 17. Following the inaugural ceremonies on the air, a reception was held in the local Benjamin Franklin Hotel.

UST Video Sales Rise; Plan Popular-Price Line

UNITED States Television Mfg. Corp. last week disclosed that during the past six months the company's shipments of television sets have totaled $447,357, rising from $11,487.50 in September 1946 to $167,080.75 during February 1947. Company reports "a substantial profit" for January and February.

UST video receivers include two "big picture" models, projection sets with screens 21¼ by 16 inches, the bar model priced at $2,300, the home model at $2,400, with an additional $85 installation charge for either set. Reporting that it "is selling every big picture home model it can produce," UST said that it is also now delivering a 10-inch direct-view console model at $895. In addition to these units, all including AM and FM radio, shortwave and automatic phonograph, UST plans on producing a popular-priced video line at a later date.

Current Deficit of CBC Explained by Dr. Frigon

A DEFICIT in the current fiscal year and careful operations in the new fiscal year starting April 1, are announced by Dr. A. Frigon, CBS general manager, in the March issue of *Radio*, CBC staff monthly. CBC does not count on more commercial revenue in the new fiscal year, but expects an increase in listener license fees. CBC expects "the construction of four high-power (50 kw) stations being built this year will not affect our future budgets, because revenues from the sale of time on these stations will more than compensate for their operating costs."

Dr. Frigon points out that the CBC's two sources of revenue, license fees (listener and independent broadcasting stations) and "the so-called commercial revenues" in 1946-47 amount to approximately $3,880,000 and $1,770,000 respectively. In the 1947-48 fiscal year CBC is budgetting for approximately $6,000,000, of which $2,455,000 will be for salaries and superannuation charges.

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NAB Adds

(Continued from page 15)

sultant during the retail radio clinic conducted in 1945 by NAB at Joskes of Texas, San Antonio department store.

Program Plans

Basic plans for the Program Dept. were drawn up at the NAB board meeting last May, with details to be considered by the new Program Executive Committee which meets April 1-2 at the Waldorf-Astoria in New York under the chairmanship of Merle S. Jones, WOL Washington.

The department is expected to lead a movement to strengthen the entire industry programming structure, including active participation in preparation and enforcement of the proposed new code to replace the association's Standards of Practice. The Program Executive Committee's meeting will follow immediately the first session of the new Special Standards of Practice Committee. The program group, formed last year, includes activities of the former Agriculture, Radio News, Music Use and Standards of Practice committees. Later the Standards of Practice function was turned over to the new special committee.

Mr. Howard's radio experience dates back some 20 years, including engineering, consulting and executive experience. He has been active in engineering organizations and pioneered many shortwave activities.

The NAB engineering chair has been vacant since James L. Middlebrooks resigned last autumn to join ABC. Association engineering activity has been held in abeyance pending appointment of a new director. At its recent meeting the NAB Engineering Committee laid out an extensive program for the department [BROADCASTING, March 17]. This program includes a study of degradation of station signals; use of half-wave instead of quarter-wave antennas by locals; cooperation with Civil Aeronautics Administration in speeding action on tower sites; development of complete technical standards for transcriptions and recordings, with international emphasis; addition to NAB Engineering Handbook; encouragement of doctorate studies on mutual impedances of directional antennas.

By-Laws Revision

Revision of the association's by-laws came before a special By-Laws Committee Thursday and Friday, the second day consisting of a joint meeting with the Finance Committee. Besides complete modernizing of the By-Laws to whip them into workable shape, due after years of patching and amending, the two committees discussed the matter of NAB dues.

The present NAB budget of around $650,000 represents some sharp trimming at the San Francisco board meeting last January, but provides funds to operate the new Program Dept. and to staff the Public Relations and Engineering Depts.

The By-Laws Committee went into inequities in the present classification of members by amount of annual income. The actual dues can be changed by the board, which will meet May 21-22 in Washington. The board is expected to consider the revised By-Laws along with quarterly adjustment of the budget and proposals to increase dues.

Under an amendment to the By-Laws adopted at the 1946 convention, By-Laws can be amended by a membership referendum. The board can authorize a referendum upon petition of 5% of the active membership. Thus the By-Laws could be completely revised and adopted by the membership prior to the Sept. 15-19 convention in Atlantic City.

When the Special Standards of Practice Committee meets Monday in New York, with Robert D. Swezey, MBS vice president and general manager, as chairman, it will face two major hurdles. First, it must try to devise a workable code that will suppress the current clamor against commercial radio and program standards. Second, it must develop a method of enforcement that will not bring the wrath of Dept. of Justice antitrust officials.

Succeeds Fair

JOHN HAGARTY KERRIGAN, who has been in broadcasting 15 years, has been named program director of WHO Des Moines. He succeeds Harold Fair, who resigned last week to become director of the new NAB Program Dept. (see separate story). Mr. Kerrigan joined WHO in 1936 as singing announcer, being promoted to production manager in 1941.

Mr. Kerrigan

The Standards of Practice, though somewhat generally followed by the industry, actually have been disavowed by NAB for some time. They are a dehydrated version of the original Code of Ethics, which had to be rewritten in 1945 after the FCC's decision in the WHKC Columbus case. In this decision FCC rapped NAB's knuckles for alleged censoring of UAW-CIO programs and refusal to permit solicitation of memberships on the air.

Recommendations Likely

Under an amendment to the By-Laws adopted last October the board may promulgate a new code. Thus the special committee likely will make recommendations to the board.

With all these problems, and many others, to be tackled, the association for the first time will be adequately staffed in suitable quarters. The new building is located at 1771 N St. in Northwest Washington, a short distance from the Mayflower and Statler Hotels. It is across the street from the present row house which has served as headquarters since the Government took over the Normandy Bldg. offices early in the war.

Cost of the stripped new building last year was approximately $225,000. It contains four complete floors, along with basement and attic. Extensive structural changes were required to meet local regulations and to adapt the building to office use. Original completion date was set for last autumn, but legal complications along with material shortages caused considerable delay.

Original plans for the remodeling were prepared under direction of Mr. Middlebrooks before his resignation.

The old NAB building has been leased to the Canadian government for five years for use as an embassy annex.

Richards Well Known

Mr. Richards became editorial director of BROADCASTING in October 1944. He came to BROADCASTING form the Office of Censorship where he had served two years as assistant to J. Harold Ryan, Assistant Director in charge of radio.

At Censorship Mr. Richards was in constant contact with broadcasters and made several swings around the nation to acquaint stations with operation of the voluntary code.

He was born in Urbana, Ohio, Jan. 26, 1913 and educated in the Urbana public schools. At Ohio State U. he was editor of the *Daily Lantern* and received a Bachelor of Science degree in journalism. In 1934 he joined the copy department of Campbell-Ewald Co., Detroit, leaving the following year to accept a post as continuity director of WAIU (now WHKC) Columbus.

Mr. Richards left WAIU in 1936

(Continued on page 72)

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NAB Adds

(Continued from page 71)

to join the editorial department of the *Cincinnati Post*, where he served also as announcer-newscaster on the newspaper's station, WCPO. In 1939 he was named production director of WSPD Toledo, managed by Mr. Ryan. When the latter was appointed to the broadcast censorship post in 1941 by Byron Price, Office of Censorship director, he took Mr. Richards with him as assistant.

Margaret Elliott, Mr. Richard's secretary at BROADCASTING, will continue as his secretary at the NAB when he takes over his duties April 15.

Mr. Howard has been given an indefinite leave of absence by Mr. Dumm, who told BROADCASTING: "I am honored that NAB should select Mr. Howard for this important undertaking. I released him during the war and am glad to do so again."

Alfred E. Towne, chief of transmission transmitter facilities for Associated Broadcasters, will assume Mr. Howard's duties. He has been with Associated 11 years. Mr. Howard reports to NAB May 1.

Widely Known in Radio

"Doc" Howard, widely known in the industry as an engineering executive, consultant and inventor, was appointed engineering vice president of Associated Broadcasters and Universal Broadcasting Co., San Francisco, in May 1945. Wesley I. Dumm is president of Associated and Universal. The former company owns and operates KSFO San Francisco and international stations KWID and KWIX. Mr. Howard also is engineering director of KXLA Pasadena.

During the war he served as director of a special scientific staff at headquarters ETOUSA for Office of Scientific Research & Development with the Army in Europe. He was hospitalized as a result of enemy action. He is a pioneer in shortwave and aircraft communications. The last 12 years he has directed the 100,000 w KWID and the 50,000 w KWIX. He is inventor of the Progar, a robot monitoring system used at KSFO several years which already has received wide acceptance in the postwar development period.

Mr. Howard is a senior member of IRE and past chairman of its San Francisco section, as well as radio representative for the combined engineering societies. He was a member of the International Committee, Board of War Communications, former NAB Engineering Executive Committee member and member of American Institute of Electrical Engineers. He has served on the international and standard broadcasting committees of Radio Technical Planning Board.

Mr. Fair, 43, has been in broadcasting and music since 1921 when he organized his own dance band in Chicago, where he attended Northwestern U. He first appeared on WDAP (now WGN) that year. After several seasons he joined Gene Goldkette's orchestra as pianist and arranger, and later was with Benson's Victor orchestra and Fred Hamm. He also spent two seasons in vaudeville.

In 1929 he returned to Council Bluffs, Ia., his native town, as an announcer at KOIL where he soon became program manager. He returned to Chicago to join WBBM, then went to WBEN Buffalo in 1931 as general manager, also serving as associate conductor of the Buffalo Symphony. Returning to the Midwest he served as production manager for the CBS Chicago office, became radio director of Bozell & Jacobs, Omaha, and then in 1934 assumed the program directorship of WHO Des Moines.

At WHO he supervised all program production and conducted both the WHO String Symphony and Concert Band. He is a past president of the Des Moines Advertising Club and former chairman of the NAB Program Executive Committee.

Mr. ADAIR

Sterling—Adair

(Continued from page 15)

his secretary at the new firm.

His entrance into the private consulting field follows approximately 16 years' service with the FCC and its predecessor Federal Radio Commission, which he joined in 1931. He was acting assistant chief of the Engineering Broadcasting Division from April 1936 to August 1939, when he was promoted to assistant chief of the Broadcast Division. From Dec. 16, 1941, until his appointment as Chief Engineer in 1944 he served as assistant chief engineer in charge of the Broadcast Division.

16 Years at Commission

As Chief Engineer he succeeded E. K. Jett, when Mr. Jett was advanced to membership on the Commission.

In his service with the Commission Mr. Adair has made extensive studies of all phases of broadcast allocations, including recommendations and reports on applications, equipment, service and interference. He was one of the authors of the Standards of Good Engineering Practice governing broadcast and other radio services; was technical director in allocations studies and television hearings, and was in charge of FCC technical work in connection with the clear-channel proceedings and the recent revisions of AM Engineering Standards.

Mr. Adair served as delegate to the Conference on Frequencies for Liberated European Countries which was held in London in September 1945, and was technical adviser to the Second NARBA Conference in Washington in February 1946.

He is a member of the Advisory Council of the Central Radio Propagation Labs.; the Federal Radio Education Committee; the Advisory Council to Air Safety Division of Aeronautics Assn., and is FCC's representative on the Radio Technical Planning Board. He is also on the advisory council, for radio matters, of Stephens College, Columbia, Mo.; is a Fellow of the Institute of Radio Engineers, and is an honorary life member of the International Municipal Signal Assn.

Mr. Adair, 43, is a native of Rancho, Tex., and a graduate of Texas A. & M. College, and since high school days has been engaged in electrical work. He was with the Radio Engineering Dept. of General Electric Co. for about three and a half years following graduation from college in 1926, and from 1929 to 1931 was associated with Straus Bodenheimer, Texas electrical distributor, in work which gave him additional experience in problems of radio interference, service blanketing, cross modulation and static.

THOMAS TO LEAVE NBC; SUCCESSOR IS SOUGHT

THE SUCCESSOR to Lowell Thomas, NBC newscaster sponsored by Sun Oil Co., will be determined during the period between March 24 and April 25 when three radio commentators each will air a special five-week series of news broadcasts on NBC affiliates. Mr. Thomas leaves NBC next fall to be sponsored on CBS.

The three newscasters, all of whom will broadcast at the same time that Mr. Thomas is on NBC, Mon.-Fri., 6:45-7 p. m., are Kenneth Banghart, WNBC New York, George Putnam, MBS, and Alex Dreier, NBC Chicago. Mr. Banghart will be heard on WBAL Baltimore, Mr. Putnam on WBZ-WBZA Boston-Springfield and Mr. Dreier on WWJ Detroit.

Lowell Thomas will continue to be heard during this test period on the remaining 30 stations of the Eastern network on which he is now sponsored by Sun Oil.

TV Summary

(Continued from page 14)

able to conclude that the brightness of the Columbia picture is adequate for home use.

(2) Flicker.—Equally as important and closely related to the problem of brightness is flicker . . . In the case of television as in the case of motion pictures, an increase in brightness of the picture (without an increase in frame rate) accentuates observable flicker. It is this factor which operates as a serious stumbling block in the path of increasing the brightness of the Columbia picture.

Moreover there are several factors concerning the tests upon which the Columbia testimony is based which severely minimize their value. In the first place, these tests were conducted with a relatively small group of persons. In addition, all of these persons were not only employes of Columbia but in addition were employed in the very department which has responsibility for the development of color television. Finally, even these tests showed that there was a great difference of opinion among individual observers as to what constituted perceptible flicker. . . If the results of the tests are to be given any weight, they must be made with disinterested persons and a sufficient number must be chosen at random so that there is reasonable assurance that the results are satisfactory not merely to 50% of the people but to the great majority of viewers.

Second Limiting Factor

A second limiting factor applicable to the Columbia tests arises from the fact that they are based on a viewing ratio of 7 to 1; that is, the observers were seated at a distance from the receiver that was seven times as much as the height of the picture. Other witnesses testified that the optimum viewing distance was 4 to 1.

It is well known that the tendency to observe flicker increases as one draws closer to the receiver and decreases as one draws farther away. . . Many home owners will undoubtedly find it impossible to place their receiver in the best possible position for viewing. Since this is so, the Commission in setting standards for color television must make it possible for the system to be used in the average home and under normal circumstances . . .

In summary, the Commission is unable to conclude from the evidence that the brightness of the Columbia picture is adequate for home use under normal circumstances or that it can achieve such brightness without encountering objectionable flicker. In the absence of more convincing evidence on the point, the Commission is of the opinion that on the point of brightness and flicker alone, the risk of approving the Columbia standards at this time is that color television might be forced to limp along with a picture that is not sufficiently bright for general home use or is subject to objectionable flicker.

(3) Frame rate.—As has been pointed out, frame rate is closely related to the problem of both brightness and flicker. In general, the higher the frame rate, the brighter the picture can be without flicker. On the other hand, the higher the frame rate the wider must be the television channel. Thus, an accommodation must be made between a high enough frame rate to give adequate brightness while at the same time not being so high as to involve the use of so wide a channel as would constitute the wasteful use of radio spectrum. . .

Columbia's petition does not request an increase in frame rate beyond 24 per second. On the contrary, Columbia made it clear at the hearing that it did not desire any such increase. A further increase in frame rate is, of course, possible, but there are several objections to doing so under the Columbia system.

In the first place, an increase in frame rate would mean additional channel width. Since the Columbia proposal already requests a band width of 16 mc, any further widening of the band is to be avoided if at all possible. . . With 16 mc channels, only 27 television channels can be provided for between 480 and 920 mc. There is some doubt as to whether this number is adequate to provide a truly nationwide competitive television system. Any diminution in the number of available channels will make the task even more difficult.

Moreover, at the hearing in Princeton, RCA demonstrated a simultaneous television system which employed a frame rate of 30 per second and yet could be accommodated within a 12.5 mc band. While this system is as yet too untested to be able to predict whether it will prove to be practicable, or whether it results in degrading television performance, the combination of a higher frame rate with narrower band width which the system proposes is a development that is highly desirable and should be fully explored.

In the second place, an increase in frame rate poses some very difficult mechanical problems. The higher the frame rate, the faster must be the revolution of the mechanical color wheel. . . If this increase is added to an increase in the size of the color wheel which is necessary to make possible larger direct-viewing screens, some very real mechanical and noise problems are introduced.

Color Breakup

(4) Color breakup.—One of the points which the opponents of the sequential color system make is that since the appearance of color is produced by a rapid alteration of the three primary colors, the color in the picture has a tendency to break up under certain circumstances. . . During the demonstration in New York, the observers associated with those companies opposing the Columbia proposal stated that color breakup was apparent, while observers associated with Columbia stated that there was no color breakup. . . . In the Commission's opinion, the question of whether there is or is not color breakup is a matter to be determined by the individual viewer and hence there is no substitute for testing the system in a representative number of homes under normal conditions where programs of a wide variety of subjects are presented over a fairly long period of time. . .

(5) Receiver design.—. . . It is obvious that color television will not be wholly satisfactory unless larger viewing screens can be built. At the present time there are 20-inch direct-viewing tubes for monochrome television. Incorporating a viewing tube of that dimension into the Columbia color television system involves some difficult problems. . .

Larger pictures, of course, can be produced by means of a projection receiver. On this point, Columbia testified that it had built such receivers in the past but at the present time had no such set available. Moreover, it is well known that projection receivers are incapable of producing as bright a picture as a direct-view receiver and reference has already been made to the serious doubts concerning the adequacy of the brightness of the Columbia direct-view receiver. In the case of the projection receiver, this problem would be aggravated. . .

(6) Design of other equipment.—No transmitter has yet been built which will operate in the upper part of the 480 to 920 mc band. Receiving antennas of fairly complex design have been built and tried out to some degree; apparently, the standard form of antenna will not be adequate for good reception in this band. Additional tests of the antennas should therefore be made.

So far as studio and pickup equipment is concerned, Columbia stated that it has built an image orthicon camera and has pointed it out the window for outdoor pickups. It should be noted that no attempt was made to demonstrate this equipment at the hearing. Moreover, Columbia admitted that it has not used this equipment to televise sporting events or any outdoor special events.

III

In addition to the question of field testing, the Commission is of the view that further experimentation is necessary in the color television field. From a consideration of the Columbia petition and the evidence adduced at the hearing it is evident that the Columbia system is in effect the present monochrome television system with color added. While the present system affords an adequate black-and-white service to the public, the fact remains that it was developed and standardized before the extensive developments in electronics which took place during the war.

It is quite possible that as a result of wartime discoveries, improvements can be made, for example, in picture detail, picture sharpness, a simpler and more-effective synchronization system, a better sound system, etc. Furthermore, wartime developments may show that there is an entirely different method from either the sequential or simultaneous system which is superior to both. Before standardizing television in the upper band, we should be sure that all of the wartime developments have been explored to determine whether they can be applied to the advantage of television. . .

Two Chief Problems

Two specific problems, in the Commission's opinion, should be carefully examined. In the first place, there should be further experimentation looking towards the development of low-cost television receivers. . . The objective of television heretofore mentioned of bringing news, education, culture and entertainment to large numbers of people cannot be carried out unless television receivers are manufactured and sold at a price which the average family can afford to pay.

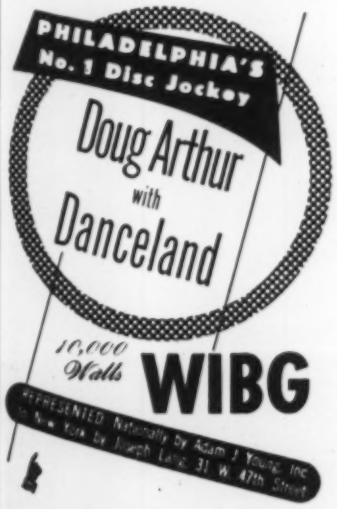
Secondly, further experimentation should be conducted along the line of finding methods of transmitting color television over narrower channels. . . It should be emphasized that narrowing the band width should not be at the expense of picture brightness, picture detail, color fidelity, or other features of television performance. The objective should be a narrower band width while retaining and even improving the quality of television performance.

At the hearing there was much testimony concerning the desirability of a system which would permit present television receivers, simply by adding a convertor, to receive in monochrome the broadcasts of stations broadcasting color programs in the 480 to 920 mc band. This so-called principle of compatibility, it is urged, will encourage manufacturers of black-and-white equipment to proceed at full pace, will enable the public to buy receivers with confidence that they will not be rendered obsolete, and will not impede the development of color television. The Commission is of the opinion that compatibility is an element to be considered, but that of greater importance, if a choice must be made, is the development of the best possible system employing the narrowest possible band width, and which makes possible receivers capable of good performance at a reasonable price.

IV

The Commission is of the opinion for the reasons which have been discussed that the petition of Columbia Broadcasting System should be denied. In reaching this decision, the Commission does not desire to minimize in any way the advances that have been made in the development of color television. On the contrary, the Commission is of the opinion that Columbia Broadcasting System, Dr. Goldmark and the people who have worked under him are to be commended for their continuing interest in the field and for the great strides that they have made in this field in so short a period.

The Commission, however, cannot escape the conclusion that many of the fundamentals of a color television system have not been adequately field tested and that need exists for further experimentation along the lines noted above. It is hoped that all persons with a true interest in the future of color television will continue their experimentation in this field in the hope that a satisfactory system can be developed and demonstrated at the earliest possible date.



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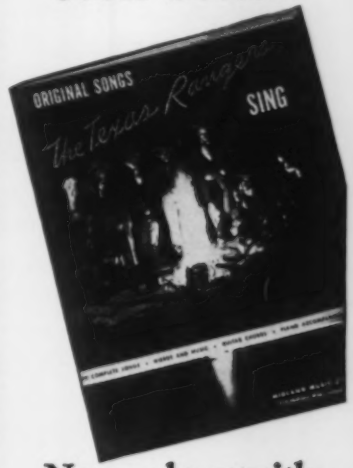
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WTAR
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Move to Abolish OIC Is Foreseen

Majority of Subcommittee Favoring Abandonment Of Federal Agency

MAJORITY of House Appropriations Subcommittee dealing with money requests for the State Dept.'s Office of International Information and Cultural Affairs (OIC) is in favor of complete abolition of that agency, which has jurisdiction over Government overseas voice broadcasting, it was learned Thursday.

Assistant Secretary of State for Public Affairs William Benton and OIC Director William T. Stone appeared before the subcommittee Thursday and Friday to justify an OIC budget totaling $31,000,000, including approximately $10,000,000 for international broadcasting.

Chairman Karl Stefan (R-Neb.) is the subcommittee's most vigorous champion of the OIC but despite his leadership it appears likely that a majority of the seven-man group will recommend complete abandonment of the OIC and all its functions, on grounds that Government investment in better cultural relations abroad has not produced tangible results.

Also involved is an additional $6,000,000 deficiency request for fiscal 1947, intended for establishment of relay transmitters to strengthen "Voice of America" programs being sent out in 25 languages over facilities leased by the State Dept.

OIC's battle for funds this year was reminiscent of a similar struggle last year when a $19,000,000 request was pared to $10,000,000 in the House and then completely restored by a Senate Committee which heard strong support for international broadcasting from certain broadcasters and prominent radio and newspaper writers [BROADCASTING, May 20, 1946].

It was during the Senate hearings that first mention was made of the International Broadcasting Foundation [BROADCASTING, April 22, June 24, 1946] as a publicly chartered corporation to take over international broadcasting functions of the State Dept.

OIC Supporters

If the OIC is stricken from the State Dept. budget in the House it is expected to be reinstated by a Senate Appropriations Subcommittee headed by Sen. Joseph H. Ball (R-Minn.). A number of Senate committee members—probably a bi-partisan majority—have been recorded in favor of State Dept. cultural affairs programs.

Of the 11 members on the Senate committee those sympathetic to OIC are expected to include beside Chairman Ball, Senators: Styles Bridges (R-N. H.), Homer Ferguson (R-Mich.), Leverett Saltonstall (R-Mass.), Millard E. Tydings (D-Md.), and Theodore F. Green (D-R. I.).

The $10,000,000 earmarked for international broadcasting represents an increase of $2,500,000 over last year's request, exclusive of the deficiency request for $6,000,000 for relay facilities.

A slash in OIC requests would probably present a major obstacle to Assistant Secretary Benton's plan for the International Broadcasting Foundation, expected to be transmitted to Congress by April 6. Since IBF presumably would assume the entire burden of international broadcasting now borne by the State Dept., present funds for that function would probably merely be transferred from the OIC to IBF.

IBF proposals were completed by Mr. Benton several weeks ago, but were delayed by the Budget Bureau where, it was learned, there were demands for a strengthening of the role played by Government in administration of the Foundation.

Varying degrees of support for OIC's international broadcasting are expected, this year as last, from NBC, CBS, General Electric, Crosley Corp. Six of seven private licensees who lease their transmitters to the State Dept. have already indicated a favorable position on government participation in international broadcasting [BROADCASTING, Feb. 24].

TV Denied

(Continued from page 14)

desirable and should be fully explored."

The Commission recommended careful examination of two specific problems: Production of low-cost receivers, as well as experimentation in color transmissions on narrower channels. It also suggested further experimentation and testing of transmitters and other equipment including antennas (no transmitter, it was noted, has been built that will operate in the upper part of the 480-920 mc band, and "apparently" the standard form of antenna will not be adequate for good reception in this band).

The controversy over color vs. black-and-white dates to pre-war days. CBS filed its petition last September, and hearings were held in December, January and February. Principal support of CBS came from Westinghouse Electric Corp., Cowles Broadcasting Co., Bendix Radio Division of Bendix Aviation Corp., Zenith Radio Corp., and Federal Telephone & Radio Corp. Opposition included RCA-NBC, the Radio Technical Planning Board, Allen B. Du Mont Labs., Television Broadcasters Assn., Philco Corp., Farnsworth Television & Radio Corp., Radio Manufacturers Assn. and others.

FCC's decision, covering 14 pages, was in the form of a "report" and was unanimously approved by the Commissioners. Because it involved a legislative proceeding, officials said there was no need for a "proposed" rather than a "final" decision, and that oral argument would be called only for "very good reason."

MAC MOSHER has been appointed supervisor of broadcast operators at CBC international short wave service, Montreal, succeeding Gabriel Archambault who resigned to open Canadian school of electronics.

U. S. May Drop Its Foreign Broadcasts

Benton Calls Move Inconsistent With Greece-Turkey Aid

RECOGNITION that Congress is considering abolishing State Dept. overseas voice broadcasting was noted last Wednesday by Assistant Secretary of State William Benton in an address before the Foreign Press Assn. in New York.

He characterized as "paradoxical" the fact that Congress "seems favorably disposed towards appropriating $400,000,000 to support President Truman's proposal for Greece and Turkey . . ." [BROADCASTING, March 17] while at the same time there exists "a real likelihood" that our overseas information program may be stricken from the budget (see story this page).

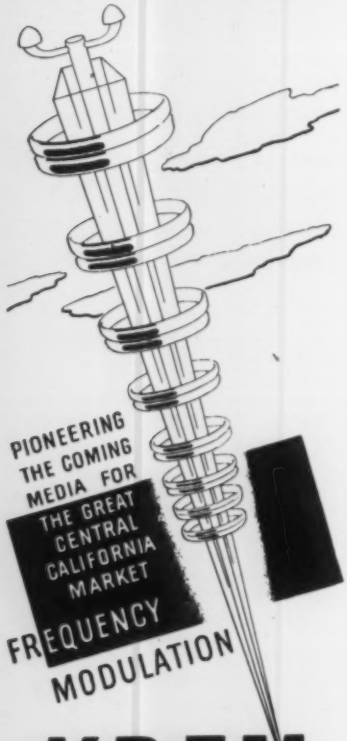
He declared that the Office of International Information and Cultural Affairs is needed to correct "distortions and misconceptions that are deliberately spread throughout the world about the United States."

Russia, he indicated, has the most efficient propaganda machine in the world which includes a total of 266 shortwave program-hours a week in 31 languages. Part of Soviet effectiveness, he pointed out, is due to internal Communist organizations which carry the Russian line deep into the populations of the countries where they operate.

He declared that the United States "can learn much from other countries" which are conducting information programs with a real aim to build mutual understanding through international information and cultural activity.

"But if information is debased into propaganda in the American sense of the term," he added, "and if an information organization is largely devoted to psychological warfare, to building up hostility and fear toward other nations, this, of course, tends to create a world environment of fear and suspicion."

WADHAM & CO., Portland, Ore. (coffee, canned goods, spices), has appointed Short & Baum agency, that city, to handle its radio advertising.



KRFM

KFRE · KRFM *Fresno*

RODMAN RADIO STATIONS

Ask AVERY-KNODEL

FARM STATION?

Yes! For twenty years our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Miller Analyzes

(Continued from page 17)

the job and another an equal amount for not doing it. FM and television already have raised a few jurisdictional issues. Scientific developments as yet unforeseen will raise many more.

Requiring unions to bargain should beautifully supplement the Lea Act, if its constitutionality is upheld, and should mitigate the loss if Supreme Court scraps it. The American Federation of Labor never has been noted for bargaining. It writes its laws, it determines its scales of pay, it determines how many men the employer shall hire. Once in a long while a local will try to work out a deal with an employer, or the international president will try to talk some sense into the heads of an obdurate local.

The usual tactic, however, is to issue a "take it or leave it" ultimatum. The prime example of this was the 1942 convention's decision not to make phonograph records after August 1 of that year—period! Not until Senator Wheeler and a Senate Committee turned terrific heat on Mr. Petrillo would he say under what conditions he would make records. That is not collective bargaining, and Congress is going to give the goose some of the gander's sauce.

Seizure Bill

Only one proposal before the Senate and House labor committees should really worry either the broadcasting industry or its unions. That is the bill to permit government seizure of a public service industry when a strike threatens, with working conditions frozen and profits going to the government. Even without the latter feature, ask the man who has owned one what he thinks of seizures—ask John L. Lewis or Sewell Avery. Try as it will, the government just isn't able to run a business without fouling it up to a greater or lesser degree. And once the government moves in, there's no telling how quickly it's going to get out. That's especially the case in an industry like broadcasting where a considerable number of misguided souls would like to see the government run it anyway.

Seizure legislation got its greatest impetus from the recent Supreme Court decision giving John L. Lewis a $710,000 kick in the pants for calling a coal strike last November while the coal mines technically were in possession of the government. Some short-sighted Congressmen got the idea that if seizure could both stop a strike and wham John L. in the process, it must be good. Any long-range thinking will quickly bring the opposite conclusion. Broadcasting, probably more vulnerable on this score than any other industry, should speak its mind quickly.

In FM Poll 90% Vote For No Commercials

CHICAGO FM listeners indicated an overwhelming desire for a non-commercial operation as a result of a mail poll conducted by WEFM, Zenith Radio Corp. station in Chicago.

Ted Leitzel, Zenith publicity director and manager of WEFM, said the company had decided to make its first audience survey in seven years of operation and for the past two weeks has asked listeners (estimated at 65,000) to express their opinion about the station's program policy.

Although he termed the 7,000 letters received as a "poor response" over 90% of those responding indicated they preferred FM without commercial sponsorship. The remainder said they would listen to commercial programs rather than see the station go off the air. Mr. Leitzel said that although WEFM was costly to operate, Zenith was not in favor of accepting commercial sponsorship "at the present time." He voiced the opinion that in Chicago FM is in competition with too many commercial stations to provide listeners with sponsored programs.

"As it is, WEFM is the only Chicago FM station [WGNB recently went commercial] to provide listeners with programs free of singing commercials and other objectionable announcements," he said.

FM DEMONSTRATION IS PLANNED BY FMA

A DEMONSTRATION of FM's full fidelity will be presented April 14 in Albany when the FM Assn. Region 1 holds its meeting [BROADCASTING, March 17], Leonard L. Asch, temporary chairman, announced last week.

An NBC symphony orchestra, with soloists, will originate a special program for the FMA meeting over WGFM Schenectady, the General Electric FM station. It will be received by air at the convention headquarters in the Ten Eyck hotel.

John V. L. Hogan, inventor of Faxsimile, who is scheduled to speak on "FM and Faxsimile," will present a fax demonstration. Other speakers will include Prof. E. H. Armstrong, inventor of FM, whose topic is "Development and the Future of FM"; H. C. Bonfig, vice president, Zenith Radio Corp., Chicago, "The FM Set Picture"; Jack Gould, radio editor of the *New York Times*, "A Newspaper Radio Editor Looks at FM"; W. R. David, general sales manager of broadcast equipment, GE, "The FM Transmitter Situation"; Elliott Sanger, vice president and general manager of WQXR-WQXQ New York, on "Programming FM Based Upon AM Experience."

The new GE film, "Naturally It's FM," will be premiered at the Albany meeting.

Among FMA officials scheduled for short talks are Roy Hofheinz, president; Leonard H. Marks, general counsel, and Bill Bailey, executive director.

Webster

(Continued from page 17)

since Mr. Porter's resignation two years ago, the FCC will have its full complement of seven members. Mr. Webster presumably will be available for voting on all matters in which tie votes are involved. This condition has hampered the Commission in many instances in recent months.

On Floor Tuesday

The Webster nomination, applauded generally throughout the radio and communications fields, likewise was accepted virtually automatically by the Senate. Chairman White (R-Me.) of the Interstate Commerce Committee, brought the nomination to the floor Tuesday with the comment that it was the only one on the calendar which was there with "no opposition." This was so despite the fact that Mr. Webster politically is an independent, and has never voted. He is a native of voteless Washington.

Mr. Webster, it is expected, will hew closer to the conservative line on the FCC typified by Commissioner E. K. Jett, himself an engineer, and more recently by Chairman Charles R. Denny. Commissioner Ray C. Wakefield, California Republican whose term expires June 30, also has been swinging to the right in recent weeks, but evidently has retained his affection for Blue Book type cases involving programming and business considerations so vigorously supported by the Durr left-wing element, heretofore in the majority. Commissioner Wakefield is a candidate for reappointment, but there is known opposition prevalent in regular Republican ranks.

NBC Program Conference Will Be Held in 3 Cities

WITH SPECIAL emphasis placed on local programming, listening trends and daytime programming, a series of three-day program and production conferences for program representatives of NBC affiliates and NBC Program Dept. executives will be held successively in New York, Chicago and Hollywood beginning May 14. The schedule is: New York, May 14, 15 and 16; Chicago, May 21, 22 and 23; Hollywood, May 27, 28 and 29.

The NBC Program Dept. under the supervision of Clarence Menser, inaugurated the series last year to effectuate closer coordination and understanding between the network stations. Mr. Menser will conduct the conference this year also.

KSFO
MUSIC
PAYS OFF!
Advertisers are cashing-in on KSFO's music policy. Write for the "Music Story" and learn why 3 out of 4 San Francisco-Oakland Bay Area radio families prefer KSFO to any other independent station . . . or ask your Universal Radio Sales rep.
URS
KSFO
560
SAN FRANCISCO

TERM USAGE COVERED IN HOOPER BULLETIN

THE MARCH 15th issue of *Hooperatings Hi-Lights*, bulletin inserted into each Hooperatings report, is devoted to a lesson in semantics, designed to correct the impression that the probability of a wide plus or minus variation from the recorded rating is high. "Probability," C. E. Hooper states, "in the scientific sense, relates to the chance of a sample producing a measurement which approximates the truth. It may be that the only use of the term you have experienced has been 'probable error,' a loose measurement of statistical tolerance which any good mathematician will describe as fictitious. The word 'probable' is popularly misinterpreted in this connection to mean 'probably' like 'probably the sun will rise tomorrow,' predestined, assured.

"Nothing could be further from the truth. Rather, the word 'probable' is used here in its scientific meaning to represent outside limits of possible range in a situation governed by the laws of probability, under which, it happens, one is almost assured that such extreme limits will not be experienced . . . A more accurate description is "probable absence of error" because of the strong force which the laws of probability exert to make samples produce close approximations of fact," Mr. Hooper stated.

Article includes a series of tables showing the chance of the true audience rating looking like the published rating for ratings of 20, 15, 10, 2 and 1, using samples of various size.

Service Restored

TELEPHONE service between the U. S. and Czecho-Slovakia was restored to general public use on March 20, AT&T announced last week. The new service uses a direct radiotelephone circuit between New York and Berne, Switzerland, and land wire lines from the Swiss capital. The cost of a three-minute conversation with Czecho-Slovakia from anywhere in the U. S. is $12.

Radio Labor

(Continued from page 17)

people requires a positive labor policy recognizing mutual rights, functions and freedoms of management, labor and the public. Present laws do not afford this protection nor do they prevent collective bargaining abuses, he said, mentioning those arising from closed-shop monopolies held by some unions.

Besides retarding economic growth, these abuses limit freedom to select occupation and impair business efficiency, he continued. He noted that the two committees have a mass of evidence on the subject and suggested legislation should create "the proper environment for peaceful industrial relations," besides assuring individual right of employment, efficient functioning of private enterprise and recognizing "that rights are balanced by responsibilities."

'Free Radio Imperative'

"A free radio is imperative to American democracy. It would be as dangerous to the welfare of the people if unions were able to control radio operations as if private-ownership monopoly were permitted." He reminded that America's national policy has been to prevent concentration of monopoly ownership, with union dictatorship as repugnant in broadcasting as in other industries.

Judge Miller said the closed shop, and particularly closed union membership and the secondary boycott, "are powerful instruments which must be closely restricted, just as has been done with respect to similar instruments formerly used as a flagrantly abusive union practice and a genuine restraint of trade."

He condemned the secondary boycott as "a flagrantly union practice and a genuine restraint of trade," contending it should be an unfair labor practice for employes to use concerted action to withhold their patronage or services from customer, dealers, distributors or suppliers of an employer.

This instrument of industrial coercion and control has been used against radio, and others are proposing it, he told the committees, with NAB unalterably opposed to it. Action by Congress to make secondary boycotts unfair, he suggested, should cover services as well as goods, and prevent distorted use of the union label.

Wildcat, jurisdictional and sympathetic strikes should be made illegal when they involve breach of contract, he said. Recent NLRB ruling denying protection to workers who violated a nonstrike provision where employers were not guilty of unfair practice was cited. Specific amendment of the Wagner Act, Judge Miller proposed, should incorporate the NLRB ruling and also encompass wilcat, sympathetic and jurisdictional strikes.

Hits Royalty Payments

He called royalty payments on production or services unsound when paid to unions for their unrestricted use. He said this amounted to a grant of taxation power to the union and that he feared spread of the practice through the American economy.

As to featherbedding, he proposed that if collective bargaining and private enterprise are to be compatible, "the process should, and will, cover basic work conditions, wages and related labor-management problems." He said NAB does not believe collective bargaining should give a union power to limit or fix the number of employes for a company.

With development of FM and television, Judge Miller predicted, radio may experience intra-union conflict of the type that has hit the movie industry. In this category he listed disputes between rival unions that forced cancellation of television programs and platter-turner controversies. "We strongly urge that Congress establish machinery within the NLRB, or otherwise, to resolve jurisdictional claims," he concluded.

Text of Letters

Text of the letter sent to the committees follows:

"May I call to the attention of the House Committee on Education and Labor the position of the NAB with respect to pending labor legislation.

"Following full discussion of our Board of Directors, on Jan. 9, 1946, of the secondary boycott, I issued, at the Board's direction, the following statement:

"The broadcasters of America support President Truman in his opposition to the secondary boycott. We only regret that he made any reservation in his recommendation for correction of this unsound practice.

"The radio industry at this time reaffirms its unvarying opposition to the secondary boycott, in any form, and hopes that Congress will take immediate and decisive action to eliminate this serious obstacle to mutually beneficial relations between employes and management."

"If the broadcasting industry is to be given the same protection as other industries, labor legislation should be expanded to cover "services" as well as "goods and materials."

"The secondary boycott has been the most critical, but by no means the only collective-bargaining abuse perpetrated by certain unions on the radio industry.

"The broadcasters of the nation want Congress to enact a sound national labor policy which: (1) affords all parties equal protection under the law; (2) makes labor contracts enforceable and the parties thereto mutually responsible; (3) protects industry from jurisdictional strikes; (4) safeguards the economic system from such coercive and monopolistic union practices as featherbedding, the extraction of royalty payments, and the use of the union label as an instrument of boycott.

"The appended statement outlines, in greater detail, our position on the foregoing points.

"I trust that it will be possible to incorporate this letter and attached statement into the official printed record.

"If you desire any further information as to our position, please call upon me."

TV Sets Sell Quickly

MERCHANDISING television to Los Angeles area was success in eyes of dealers and distributors, for every available set was sold on first day of Television Week, March 10. Spotlighted by "T-Day" ceremonies on that day, sponsored by city's electric club, both KTLA and W6XAO stepped up programming to afford dealers opportunity to demonstrate medium to prospective purchasers. Dealers report a backlog of demands on future deliveries.

Two San Francisco Stations Struck

AFRA strike against two San Francisco stations, KYA and KSFO, with 17 staff announcers and 15 free lance radio artists involved, went into effect at 6 a. m. last Wednesday, forcing both stations off the air. Pickets were placed at the studios and transmitters of both stations, and IBEW workers refused to cross the picket lines.

As the strike went into its second day operators of the two stations gave no indication that they wished to renegotiate with AFRA, whose leaders said that if negotiations were not reopened the strike might spread to four other independents in the Bay area—KJBS and KSAN San Francisco and KROW and KLX Oakland.

Strike was called after efforts by the Federal Conciliation Service to bring about settlement of the dispute had failed, William Ely, president of AFRA's San Francisco chapter, said.

Meanwhile, William Gavin, acting business manager of AFRA, gave assurance that the picket lines at KYA and KSFO would apply only to persons engaged in radio broadcasting and would not affect any other union employes who work in the buildings housing the two stations. KYA is located in the Hearst Bldg., where the *San Francisco Examiner* is published, and KSFO at the Mark Hopkins Hotel.

AFRA members are asking independent station owners for salary increases, fees for all commercial programs and other concessions [BROADCASTING, March 17].

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Pemora Music

ILLUSION

On Transcriptions: **Lang-Worth, Chuck Foster; World, Jose Morand; MacGregor, Barclay Allen.**

On Records: **Hal Winters, Apollo 1034; Don Jose, Gotham 3003; Xavier Cugat, Columbia; Bobby Doyle, Signature; John Paris, Victor.**

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

KLZ DENVER staff members, celebrating station's 25th anniversary, wait their turns for a sample of the birthday cake as Hugh Terry, KLZ manager, hands the first piece to Fred Mueller, commercial manager. Station, licensed for commercial broadcasting on March 10, 1922, conducted a week-long observance of the silver anniversary. Special recorded salutes made by several CBS stars were aired throughout the week.

NAB - ASCAP Talks Progress; Subcommittees Report May 12

NEGOTIATIONS between NAB and ASCAP, looking toward agreement on a nine-year contract when the present pact expires Dec. 31, 1949, are going forward on what both parties term a friendly basis following joint meeting in New York Tuesday of the NAB Music Advisory Committee and a committee from ASCAP. NAB's committee had met the previous evening at a dinner session.

A suggestion by NAB President Justin Miller to appoint special subcommittees for each problem was agreed to by ASCAP. The subcommittees, to be named later, will report to their full committees by May 12, since the joint NAB-ASCAP committee's next meeting is scheduled for May 13. The present ASCAP contract is due to expire Dec. 31, 1949, but could be renewed for another nine years any time before that date.

A joint statement by Deems Taylor, president of ASCAP, and Judge Miller expressed satisfaction with the results of the meeting. It follows: "It marks the beginning of what may well be a final solution of some of the problems which have bothered both the society and the broadcasters. We feel that while looking after the interests of our memberships we nevertheless must consider the larger interests of the public. The problems involved are not insoluble and we are confident that we have made a good beginning."

It is believed that at least two of the new subcommittees will study ambiguities in the present blanket vs. per program section and problems arising with the advent of television.

Attending for ASCAP, in addition to Mr. Paine and Mr. Taylor, were Lester Santly, Gustave Schirmer, Edgar Leslie, Richard Murray, Herman Finkelstein and Jules Collins.

Present from NAB were Judge Miller; Theodore Streibert, WOR New York, chairman of the NAB committee; A. L. Ashby and Edmund Souhame, NBC; Julius F. Brauner, CBS; Walter Haase, WDRC Hartford; Robert T. Mason, WMRN Marion, O.; Joseph A. McDonald, ABC; John Shepard, 3d, Yankee Network; Ed Yocum, KGHL Billings, Mont.; Don Petty, NAB general counsel; C. E. Arney Jr., NAB, secretary-treasurer.

Just One Objection

ALTHOUGH both sides reported elation over results of the NAB-ASCAP conference at the Waldorf in New York on Tuesday, one objection was raised by ASCAP's president, Deems Taylor. Seeing a sign on the conference room door reading NAB, Mr. Taylor remarked, "What's the matter, don't we even rate second billing? Just for that we'll be the hosts at the next session on May 13 and we'll take top billing."

Fort Industry Co. Wins Video Permit for Detroit

CONSTRUCTION permit for a new commercial television station in Detroit was granted last week by FCC to The Fort Industry Co. Firm has pending an application for purchase of WJBK that city for $550,000, contingent upon disposal of WHIZ Zanesville, Ohio [BROADCASTING, Feb. 3, Jan. 6].

The video facilities authorized in Detroit are TV channel 2, 54-60 mc; visual power of 14.26 kw, aural 7.51 kw; 500 ft. antenna. Grant is conditional re engineering details. Commissioner Durr voted for hearing. In addition to WHIZ, Fort Industry operates WSPD Toledo, WWVA Wheeling, WGBS Miami, WAGA Atlanta, WMMN Fairmount, W. Va., and WLOK Lima, Ohio.

Ipana Telecast

BRISTOL-MYERS Co., New York, sponsored a special one-time telecast on WNBT New York (NBC) yesterday (March 23) featuring Tex McCreary and Jinx Falkenburg, for Ipana toothpaste and placed by Young & Rubicam, N. Y.

Rescinding of 20% Tax on Restaurants And Bars Using TV Sets Is Possibility

REVERSAL of the Federal ruling that a 20% amusement tax must be added to checks in bars and restaurants using television sets loomed as a distinct possibility with the news that J. R. Poppele, president of the Television Broadcasters Assn., had been granted a "sympathetic" audience with the Bureau of Internal Revenue in Washington last week.

The original ruling from the Treasury Dept. stated that a television set visible to all or most of the patrons of a bar or restaurant "constitutes a public performance for profit" within the meaning of the internal revenue code and makes it subject to tax.

The television industry voiced immediate objection, claiming that such a ruling at this time would be a serious blow to the future of television, because no bar owner could tax his customers another 20% nor could he afford to carry the burden himself, so the order would only result in a virtual halt in sales of sets to bars. TBA argued further that television was like radio except for the added element of sight, and thus could not be classed in the same category with cabaret entertainment.

New York City, which had levied a $2 monthly fee on establishments with television sets for offering motion picture entertainment, last week rescinded the order. Asked why the fee had been cancelled, Deputy Commissioner of Licenses Patrick J. Meehan replied: "I don't think it's a motion picture."

Elaborating on the viewpoint of TBA, Mr. Poppele, in a letter to the Bureau of Internal Revenue, said, "Television, it is true, provides a unique form of entertainment, but it also makes available to the American people a public service instrument of tremendous importance. Hence, it appears that one would be stretching a point in classifying television as strictly an amusement and forgetting about its other important qualities."

Summarizing TBA's request for repeal, Mr. Poppele said, "To impose a 20% levy on television, while specifically exempting all other mechanical devices (radio sets, juke boxes, and even live instrumental music) would be discriminatory. Further, imposition of the tax would seriously curtail the sale of receivers for use in public places, thus striking vitally at television's right to existence."

FM Outlet at New Haven To Be Launched Tonight

WBIB, New Haven, Conn., FM station will be launched tonight (Monday) with an hour-long dedicatory program starting at 7 o'clock. Station, operating with initial power of 250 w, will be on the air daily from 10 a. m.-2 p. m. and 5-9 p. m., Sol Chain, general manager, announces. The plan is to close the 2-5 p. m. gap as soon as feasible.

Within a month, WBIB's power will be increased to 3 kw and by September the station expects to reach its full power of 20 kw, according to Mr. Chain.

WBIB is equipped with two recorders for presentation of delayed broadcasts of local events. Station plans coverage of local as well as national and international news, and will use its own staff plus the AP news wire.

FCC Aids Amateurs

LIST of channels available to amateurs was made public Friday by the FCC, with comparison of prewar and proposed frequencies. The list was issued in advance of the International Telecommunications Conference opening at Atlantic City in May. The number of amateur operators is 75,000, compared to 60,000 before the war, according to FCC, with 50,000 amateur stations in operation. About 1,500 applicants are handled every month. The present frequency allocation contains many channels added since the war. In its release the FCC said it will continue "to give sympathetic consideration to the problems which affect the welfare of that service." The U. S. has indicated it will vigorously support amateur allocations.

NBC Plans Chicago Video Station by Early 1948

NBC CENTRAL DIVISION, Chicago, will "definitely" include a television station by early 1948, Niles Trammell, network president, revealed during a press conference in that city.

Mr. Trammell said contracts already had been signed to house a transmitter in the Civic Opera Bldg., with studios located in NBC's Chicago headquarters, the Merchandise Mart.

Mr. Trammell side-stepped questions as to whether the NBC television station would go on the air with electronic color or black and white. "Let's just say we will have a television station on the air in Chicago," he said.

Todd Leaving KVOO

JIM TODD, KVOO Tulsa announcer, is leaving to manage a new station, KSIW Woodward, Okla., about July 1. Mr. Todd, who did his first announcing at KFPW Fort Smith, Ark., received the H. P. Davis Memorial Award in 1943 for general excellence in announcing in the central time zone. He has done some work with network shows, having announced the *U. of Chicago Round Table* and having worked with the *Dinning Sisters*, *Ma Perkins*, *Vic and Sade* and other NBC presentations.

Work on our new transmitter nears completion. It won't be long before

WLAW

LAWRENCE, MASS.

becomes

New England's BEST radio buy with

50,000 WATTS

NATIONAL REPRESENTATIVES
WEED & CO.

WKWF MAKES RADIO HISTORY

Owner Spottswood Pipes in ABC So President Can Hear Daughter Sing

Around the mike are (l to r): Messrs. Spottswood, Rash, Hillman, Bjornson and Adams.

OPPORTUNITY knocked for John Spottswood, owner and general manager of WKWF Key West, and he was ready with his hand on the doorknob. His station was the logical channel through which President Truman, vacationing in Key West, could listen to his daughter Margaret's radio debut March 16. The only hitch was that Miss Truman was singing over ABC, and WKWF is a Mutual affiliate.

Mr. Spottswood called on the President, told him he would try and make arrangements. He negotiated for a most unusual plan whereby the station would cancel the regularly scheduled MBS programs 8 to 9 p. m., and would carry instead the ABC schedule for that hour [BROADCASTING, March 17].

A Class A circuit was ordered from the WKWF transmitter to the test board of AT&T in Miami where the nearest outlet of ABC, WGBS, is located. To ensure against possible failure, Mr. Spottswood ordered a direct line from the station to the temporary White House.

The President listened to the program over a Master RCA Monitor speaker which WKWF had installed for his use. With the President at the time of the broadcast were: Charles Ross, presidential press secretary; Hon. William D. Hassett, secretary to the President; John R. Steelman, assistant to the President; Fleet Adm. William D. Leahy, Chief of Staff; Clark Clifford, legal advisor to the President; Rear Adm. James H. Foskett; Neal Helm, President's personal friend; Mr. Spottswood.

Immediately following the program, the President telephoned Miss Truman in Detroit, and Mrs. Truman in Washington.

From 6 to 6:20 p. m. March 16, WKWF presented a special program featuring the network correspondents who were accompanying the President on his trip. Those heard were: Bryson Rash, ABC; William Hillman, MBS; Bjorn Bjornson, NBC; and John Adams, CBS. As soon as the program went off the air, the station received a telephone call from the President himself, expressing appreciation of the program. Most of the members of the official staff also congratulated Mr. Spottswood over the telephone.

WFAH-FM Alliance, Ohio, Starts (250 w, 104.7 mc)

WFAH-FM Alliance, Ohio, went on the air March 15 on an 8-hour schedule (10 a.m.-2 p.m. and 5-9 p.m. daily), operating with 250 w on 104.7 mc. Application is pending with the FCC for an increase to 1 kw, and the station plans to expand its broadcasting schedule as FM receivers flow into its service area.

A. J. Hoiles, owner of the Review Publishing Co., is also owner of WFAH-FM [BROADCASTING, July 22, 1946], and the manager of the station is Paul W. Reed, former news editor of the *Alliance Review* and a veteran of two wars.

Studios, transmitter and tower occupy a 3-story brick structure, which also includes three apartments for staff members. UP wire service is being used.

Staff, in addition to Mr. Reed, includes: W. H. Propst Jr., chief engineer; Artie McCracken, assistant engineer; Robert Hansen, production manager; Robert Gates, music director; James Burnett, announcer; F. A. Joseph, sales manager; Elizabeth Larsen, women's features; Mabel A. Reed, office manager.

Political Bill Killed

BILL forbidding broadcast stations and networks, as well as newspapers and periodicals, from charging rates higher than regular rates for political advertising has been killed by the Montana House. The bill had passed the Senate Feb. 21. The bill provided fines from $50 to $100. Its provisions included charges for recording. A similar New Hampshire statute has been held constitutional by the State Supreme Court and the U. S. Supreme Court has twice refused to review.

Springfield Pleas For 1320 kc Denied

FINAL DECISION was adopted last week by FCC denying both competing applications pending for 1320 kc facilities at Springfield, Mass., separately filed by WMAS Springfield and WATR Waterbury, Conn. To deny both applicants in a consolidated proceeding is an unusual Commission decision. The ruling was based on interference problems peculiar to both proposed operations. Proposed denial was issued Feb. 14 [BROADCASTING, Feb. 24].

FCC denied the WATR petition for move to Springfield and increase in power from 1 to 5 kw on 1320 kc on the grounds that it would result "in deteriorating the local service in Waterbury from two regional stations to one remaining regional and one local operation for the purpose of adding an additional station to Springfield which already has a Class II station, a regional station and a local station in operation."

WMAS' request to switch from 250 w on 1450 kc to 5 kw on 1320 kc was denied because "operation on 1320 kc at both Waterbury and Springfield would result in intolerable interference to both" even if WATR remained in Waterbury and continued to operate with 1 kw.

FCC also found that neither proposed operation would comply with requirements of its engineering standards.

New Posts Are Assigned Two at Stromberg-Carlson

THOMAS F. HARRISON, with the Stromberg-Carlson Co., Rochester, for the past 23 years, has been appointed credit manager of the firm's Rochester Division, with full responsibility for all radio and telephone accounts sold by the Rochester sales branch.

Arthur J. Fink, former special credit representative of Stromberg-Carlson, has taken over the supervising of accounts receivable and bookkeeping in addition to his present responsibilities for radio and sound distributor credits and for special credit analyses.

Prior to joining Stromberg-Carlson in 1945, Mr. Fink had been employed for 10 years by Dun and Bradstreet. Mr. Harrison came to Stromberg-Carlson from the Eastman Kodak Co.

Ream Feted

JOSEPH H. REAM, recently elevated to CBS executive vice presidency, was honor guest at reception at Washington's Carlton Hotel March 13 tendered by CBS Washington office headed by Vice President Earl H. Gammons. Approximately 200 representatives of Washington officialdom and radio and press corps attended.

BBC Policy on Political Broadcasting Is Altered

FIRST of the controversial political broadcasts scheduled on the BBC was heard last Tuesday when the Prime Minister talked on "The Economic Situation." Speaking for the opposition on Thursday was Anthony Eden, member of House of Commons. The broadcasts marked a departure from the recent policy of no controversy on the air, and were the first of 12-yearly programs on political matters.

Of the 12 broadcasts, six will be given to the Labor Government, five to the Conservative opposition, and one to the Liberal opposition. Each side will be free to use one of its quota of broadcasts to reply to the points raised in the other party broadcasts.

Cancer Campaign

THE KICK-OFF broadcast in the American Cancer Society's April campaign, featuring Bob Hope, Ginny Simms, Jerry Colonna and others to be announced later, will be aired over MBS Monday, March 31, 10:30-11 p. m. Supervising production will be Jack Runyon of Biow Co. and Al Capstaff of Foote, Cone & Belding.

WCFC Boosts Power

WCFC Beckley, W. Va., has increased power of its FM transmitter from 250 to 1500 w, half its allowed power, with improved reception reported. The station reports that Beckley stores sell FM receivers as fast as shipments are received, with public demand increasing. Local special events are featured on the programs.

ABC Hollywood Quarters

DESPITE lack of official confirmation, ABC Hollywood appears set to remain headquartered in NBC Radio City, that city, until 1950 under terms of new lease currently being negotiated. Added two new audience studios and intention of NBC to move some departments into adjoining RCA Building explain turn of latest negotiations.

Summer Replacements

SUMMER replacement for the *Hour of Charm*, sponsored by Electric Companies Advertising Program, Sun. 4:30-5 p. m., on CBS, will be an eight week show featuring Peggy Lee, vocalist, Woody Herman as m. c., and Dave Barbour and his orchestra. Replacement starts July 13, originating on the West Coast. Dramatic show featuring Pat O'Brien and Lynn Bari, and presenting small town druggist as character, will be the summer replacement for the Jimmie Durante-Garry Moore show, sponsored by Rexall Drug Co., Fri. 9:30-10 p. m., on CBS. Replacement starts July 4. N. W. Ayer & Son, New York, is agency for both accounts.

Upcoming

March 24-26: National Conference on UNESCO, Philadelphia.
March 27: NAB FM Executive Committee, Waldorf-Astoria, New York.
March 27: ASCAP General Annual Meeting and Dinner, Ritz-Carlton Hotel, New York.
March 28-29: Kentucky Broadcasters Assn. meeting, Seelbach Hotel, Louisville.
March 31: NAB Special Standards of Practice Committee, Waldorf-Astoria, New York.
April 1-2: NAB Program Executive Committee, Waldorf-Astoria, New York.
April 14-16: NAB Area C Meeting (Districts 10, 12), Muehlebach Hotel, Kansas City.
April 15: Quarterly meeting of directors of Canadian Assn. of Broadcasters, Toronto.
April 21: Meeting for North Carolina FM broadcasters to form FMA affiliate organization, Wilson.
April 21-22: NAB District 13 Meeting, Rice Hotel, Houston, Tex.
April 24: NAB Research Committee, Waldorf-Astoria, New York.
April 28-29: NAB Area G Meeting (Districts 4, 7), Hotel Roanoke, Roanoke, Va.
May 2-5: Ohio State U. Institute for Education by Radio, Columbus.
May 8-9: NAB Area D Meeting (Districts 8, 9, 11) Palmer House, Chicago.
May 15-16: NAB Sales Managers Executive Committee, Ambassador Hotel, Atlantic City.
May 26-27: NAB District 3, Lord Baltimore Hotel, Baltimore.
June 2-4: Second Annual Distribution Congress and 12th Annual Convention of Natl. Federation of Sales Executives, Biltmore Hotel, Los Angeles.
June 9-12: Canadian Assn. of Broadcasters Annual Meeting, Jasper, Alta.

Transfers Approved

TRANSFER of WWCO Waterbury, Conn. (1240 kc 250 w) to Mattatuck Broadcasting Co., composed of the present owners, was approved Thursday by the FCC. The firm originally was an equal partnership of Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers. Consideration was $30,221. The three each own equal stock interest, and each will be an officer and/or director. They own WEIM Fitchburg, Mass.

Transfer of WILK Wilkes-Barre, Pa., from a partnership to a corporation consisting of the same eight owners was approved. No money was involved. New firm name is Wyoming Valley Broadcasting Co.

Cigarette Tie-In

LIGGETT & MYERS Co. (Chesterfield) has made a tie-in with a silk fabric concern which has developed a fabric print including a woman's face, with the lips blowing smoke rings, and a woman's hand holding a pack of Chesterfields and wavy smoke lines spelling out the word "Chesterfield." The fabric will be made into blouses, pajama playsuits and scarves to be sold through retail stores all over the country. Individual stores tied up the cigarette print with their own advertising, using page ads including pictures of Jo Stafford modeling the items. Miss Stafford is one of the featured vocalists on the *Chesterfield Supper Club*, five times weekly on NBC. The silk company is A. M. Perlman Co., New York, and Newell-Emmett Co., New York, is the agency.

EXCEPTION FOR STEEL SEEN IN SOVIET VISA

JOHANNES STEEL, ex-WHN New York commentator, was reported last week to be in Moscow, covering the Foreign Minister's conference without recognition from the U. S. State Dept. The Soviet government, in granting a visa to Mr. Steel, had apparently made a special exception of his case since the quota of 36 U. S. correspondents now in the Russian capital was set by negotiations between the USSR Government and the State Dept.

As foreign editor of *Reader's Scope*, Mr. Steel was 52nd on a list of newsmen applying for visas through the State Dept., which had protested earlier Moscow limitations and succeeded in raising the quota from 20 to 36. A State Dept. spokesman told BROADCASTING that although it knew nothing about Mr. Steel's status, the Soviet Government has the privilege of granting visas to whomever it chooses. Moscow had explained that limitations on the number of foreign correspondents who might attend the Moscow parleys were necessary because of a severe housing shortage.

A *Reader's Scope* spokesman said Mr. Steel "is on his own there," so it was presumed that the former radio commentator was in Moscow on behalf of his own monthly newsletter, *The Johannes Steel Report on World Affairs.*

Air Kentucky Games

PLAY-BY-PLAY descriptions of games which the U. of Kentucky has played at the annual National Invitational College Basketball Tournament at Madison Square Garden, New York, have been presented by WGRC Louisville and WKLX Lexington. Both stations will broadcast the final game to determine the national championship tonight (Monday). It will be Kentucky vs. U. of Utah.

WEAM Signs Little

SIGNING of Little Jack Little, well known radio entertainer, as afternoon record m. c. at WEAM, new station scheduled to begin operations at Arlington, Va., March 31 [BROADCASTING, March 17], was announced last week by Charles Zurhorst, WEAM manager. Mr. Little, who has been playing night club engagements recently, will handle WEAM's record show six days a week, Mon.-Sat., 1-5 p.m.

On Workshop Faculty

WALTER HACKETT, formerly on the staff of NBC, has been appointed a member of the faculty of the Summer Radio Workshop being presented by the New England Committee on Radio in Education and Boston U. Mr. Hackett recently has been writing for the CBS *School of the Air* series and at present is writing *Yankee Yarns*, heard on New England's regional network.

KFH Transfer

APPLICATION has been filed with FCC requesting transfer of control of Radio Station KFH, operator of KFH and KFH-FM Wichita, Kan., from the Victoria Murdock Estate to Wichita Eagle Inc. Involved are 300 shares (50%) of the KFH capital stock. There is no money consideration. Marcellus M. Murdock, vice president and general manager of KFH as well as publisher of the daily *Wichita Eagle*, is sole surviving trustee of the Victoria Murdock Estate and as such had elected to form Wichita Eagle Inc. to handle the business matters of the estate. All stocks and interests have been turned over to this firm in exchange for its stock which has been distributed among the estate beneficiaries. There results no change of interests in KFH, the application stated.

Damrosch Retiring

DR. WALTER DAMROSCH, who has been musical counsel for NBC since 1929, will retire on April 1. From 1920 to 1942 the 85-year-old conductor and composer conducted Friday morning *Radio Music Appreciation Hour*. After 1942 Dr. Damrosch continued in an advisory capacity as musical counsel for the network. He will be guest of honor at a dinner to be held by NBC on March 31 at the Waldorf-Astoria Hotel, New York.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Texas station will train veteran in sales, servicing. Give details to Box 940, BROADCASTING.

Announcer—News and music, must have at least two years experience. Good opportunity with N. Y. State NBC affiliate. Permanent position in community of one hundred thousand with progressive high-type station. Box 9, BROADCASTING.

Wanted—2 first class operators. Box 11, BROADCASTING.

Announcer—asst. program director for new FM station. Thirty six hour week board, announce, program. Must be thoroughly experienced. Write giving details experience and salary wanted. Florida long established AM station operates this new FM outlet. Position open in sixty days. Box 12, BROADCASTING.

Commercial manager. Capable all-round man to assist manager new kilowatt station in Rocky Mountain region. Excellent opportunity. Give full particulars in first letter. Write Box 17, BROADCASTING.

Announcers with ambition wishing to develop a radio personality. Opportunity to grow with popular new 1 kw independent. Send transcription, photo, full particulars to Box 19, BROADCASTING.

Wanted—Program director for 250 watt independent N.C. station. Married man preferred, must be sober with best of references. No floaters considered. Box 32, BROADCASTING.

Sales manager. Experienced closers apply RRR, Personnel Service, Box 413, Philadelphia.

Manager! If thoroughly experienced apply RRR, Personnel Service, Box 413, Philadelphia.

Combination 1st class engineer wanted at Radio Station WLOE, Leaksville, North Carolina. Write or wire experience.

Wanted—Combination announcer and advertising writer. Must be tops. Give full details first letter. Radio Station KMLB, Monroe, La.

Staff announcers wanted for new 10,000 watt ABC affiliate Honolulu, start April 1st or 15th. Good salary, plus fees. Single men preferred. Write immediately airmail stating all requirements and experience. Audition recording and picture required. KULA, P. O. Box 1479, Honolulu, T. H.

Wanted one copy writer for Cordele, Georgia. One copy writer and first class engineer for new station, Sanford, Florida. Write WMJM, Cordele.

Announcer with first class license. $67.50 for 40 hours to right man. ABC affiliate, one of best small operations on Pacific Coast. Wire Manager, KFLW, Klamath Falls, Oregon.

Engineers with announcing ability for studio or transmitter on new 1 kw CBS station start up about April 1st. Write Chief Engineer, KDSH, Boise, Idaho giving full information.

KULA Honolulu, 10 kw, ABC affiliate accepting applications for licensed technicians. Transportation expense not advanced. Single men preferred. Start April 1 or 15. Make full application first airmail letter. P. O. Box 1479, Honolulu, T. H.

Desired—Experienced radio man to manage Kinston Broadcasting Company, community-owned 1000 watt daytime station at Kinston, N. C. State age, whether married or single, and full information as to radio experience. Write c/o Drawer 183, Kinston, N. C.

Wanted. Announcer with disc jockey background. Deep resonant voice preferred. Must be thoroughly experienced with ability to sell his audience. Excellent opportunity for man willing to grow with live-wire organization. Send photo, disc and details to WPLH, Huntington, West Virginia.

Wanted—Engineers, including chief and assistants for new station. Excellent opportunities for immediate applicants. Write Northeast Georgia Broadcasting Company, Box 307, Gainesville, Ga.

Engineer—First class, with announcing experience. Station KOPO, Tucson, Arizona.

Two first class ticket combination operator-announcers for new station located in heart of hunting and fishing country. Housing guaranteed. Dry climate. KPRK, Livingston, Montana.

Help Wanted (Con't)

Account executive wanted immediately by leading radio station representative. Must have thorough experience in radio sales or equivalent work. Permanent position with top opportunity. Write full details and send snapshot to Box 54, BROADCASTING.

Wanted—Transmitter engineer with car. Washington, D. C. area. WPIK, Alexandria, Va.

Wanted—2 transmitter engineers, preferably with construction experience, but not required. Radio Station WCSC, Charleston, S. C.

WGAT, ABC outlet in Utica, New York wants one top-notch salesman. We have some good accounts on which a real live wire can collect plenty. Drawing account and commission. Write, wire or phone J. Eric Williams, WGAT, Utica, New York.

Wanted—Experienced continuity and program traffic director for new 10,000 watt ABC affiliate, KULA, Honolulu. Start April 15th. Must know traffic methods and radio writing. Include all particulars, photograph, experience, marital status and salary expected. Single men preferred. Pay own transportation. Write P. O. Box 1479, Honolulu, Hawaii.

Sports announcer—Baseball, basketball, football. Must be experienced. Prefer man who would start as staff announcer with opportunity to do part times sales at 20% commission. Excellent opportunity for right man. Write Radio Station WOSH, Oshkosh, Wisconsin.

New thousand watt NBC station, starting soon, still has openings for one announcer and one first class engineer. Splendid opportunity to join congenial, enthusiastic staff. WFAK, Charleston, South Carolina.

Assistant commercial manager. Salary open. Large southern city—kilowatt daytime operation. Write Skip Myers, Station Director, Station WIBK, Knoxville, Tennessee. Going on air approximately May 1st.

Experienced program director—Large southern city—prefer programming experience on independent station operation—salary open. Write Skip Myers, Station Director, Station WIBK, Knoxville, Tennessee. Going on air approximately May 1st.

Experienced commercial manager, good salary and commission. Excellent opportunity for man who can produce for 250 watt full time network affiliate. Exceptional market, excellent living conditions in lovely single station city in southwest of 20,000 population. Send complete details of experience, references and picture. Box 46, BROADCASTING.

Wanted: first class engineer by progressive Georgia station. No announcing. Send full information and snapshot to Box 50, BROADCASTING.

Wanted by metropolitan stations: One experienced control room operator and one transmitter operator. Write or wire WEAM, 2525 Wilson Blvd., Arlington, Va.

Midwest regional network affiliate wants promotion manager. Send late picture, full details, salary requirements first letter. Box 51, BROADCASTING.

Opening one kilowatt network, fulltime station—one experienced announcer, good voice, good habits. Send full detail with transcription to J. W. Buttram, WGAD, Gadsden, Alabama.

Wanted — Competent combination pianist-secretary. Also want professional for program-traffic dept. Picture, qualifications, salary expected, etc. "Your Station"—WAPX, Montgomery, Ala.

Wanted—Cultured woman announcer-copywriter-saleswoman. Contralto, low mellow voice. Disc, picture, qualifications, etc., salary expected. This is it for an "it" gal. New 1 kw "Your Station" WAPX, Montgomery, Ala.

Combination program director-announcer. Must be able to step into job already established and give satisfactory performance. Experience necessary. Salary $48.00 for 48 hour week. Give references and full particulars. Personal interview before hiring. Position open mid-April. Radio Station WEPM, P. O. Box 874, Martinsburg, W. Va.

Situations Wanted

Experienced young man seeking excellent opportunity in commercial department of progressive, fair sized radio station. Background includes time sales, station operation, agency and radio trade paper experience. 26, married. Write Box 983, BROADCASTING.

Lis. eng. exp. in maintenance, control board, remote broadcasts, transcribing, single, ambitious worker. Box 992, BROADCASTING.

Station manager available. Young, aggressive, has put three stations on air in past year. Capable of programming, producing own shows, continuity and excellent salesman. Now commercial manager for group of independent stations. Work together with excellent time salesman who is also available. Reply Box 996, BROADCASTING.

Experienced salesman with successful record desires position with aggressive station or station representative. Ten years experience in local and national sales. Single, willing to go anywhere. Box 5, BROADCASTING.

Assistant manager—12 years experience all phases, now employed assistant manager regional net station. Age 28, married, child, veteran. Box 15, BROADCASTING.

Available two men qualified for program directing. Production, traffic, announcing, sales, special events, sports announcing, organ, piano, voice, accordian, duo, platter shows, 8 years experience. Capable of handling complete management. Both men overseas veterans, married, now employed. Desire change. Travel anywhere. Salary must compensate experience. Box 16, BROADCASTING.

Chief engineer, 10 years 50 kw manufacturing and operation desires position with aggressive station in south. Situations outside United States desirable. Box 18, BROADCASTING.

Salesman—Proven record. Fully experienced; mature, responsible. Knows radio and can sell it. Outline proposition first letter. Box 20, BROADCASTING.

Versatile announcer, good ad-lib man, armed forces radio station experience, graduate announcing school, can sing, act, single, refined, go anywhere, disc jockey, available immediately. Box 21, BROADCASTING.

Veteran. Seeks position engineer. 1st phone. RCA Institute graduate. Diligent and interested in broadcasting. Vicinity Ohio preferred. Box 23, BROADCASTING.

Tired Mr. Manager? Then let this energetic, reliable salesman shoulder some of the responsibilities. He's ready for the next kilocycle up on the dial of success. Box 24, BROADCASTING.

Continuity editor—Bright gal, 22, several years' experience traffic and continuity, seeking job with a progressive station. Initiative, writing ability, college degree. Prefer net affiliate, eastern city. Box 25, BROADCASTING.

Announcer, staff—2 years AFRS, stage experience—anxious to again prove ability. Just completed refresher course at top radio school Radio City. Single, travel anywhere. Disc and details on request. Box 26, BROADCASTING.

Announcer—Young, single, conscientious. Two years experience, including news, sports, etc. Can handle play-by-play baseball. Metropolitan area anywhere, or prefer north or west coast. Box 27, BROADCASTING.

Station manager now managing station, desire change to southwest. 10 years experience all phases radio, veteran. Box 28, BROADCASTING.

Program director—Has ability and ideas, needs vacancy with opportunity. Box 29, BROADCASTING.

Engineer—1st phone, 2nd telegraph, married, age 31. 3 years transmitter experience, prefer New England. Box 30, BROADCASTING.

Program director—Radio and television; experienced in community and public service programming as well as commercial production. Stage directing experience asset for television shows. College graduate, reliable family man. Box 31, BROADCASTING.

Operator. Have first phone. Army aircraft and servicing experience. Recent graduate school. Will send details on request. Box 35, BROADCASTING.

Dependable and experienced announcer available for your staff. Ready to assume full shift and handle extras including special events and sports. Starting salary $240.00 month plus talent fee opportunity. Box 976, BROADCASTING.

Situations Wanted (Cont'd)

Script writer with experience in education department of fifty thousand watt station desires position as educational script writer or director. Sample scripts; excellent references. Box 33, BROADCASTING.

Program-production-promotion man for aggressive, new or established station. Results on your budget. Box 37, BROADCASTING.

Sportscaster! Top experience. Available 2 weeks. RRR, Personnel Service, Box 413, Philadelphia.

Disc jockey! 50 kw experience. RRR, Personnel Service, Box 413, Philadelphia.

Available April 1st. Instrumental trio, comedy team and good western singer. Accordion, straight and steel guitar and bass. Helen and Toby, 627 New York Ave., Creston, Iowa.

Engineers, first class, with extensive modern training for commercial broadcast, FM and television. Contact R. E. Hinkel, Central Radio Schools, Inc., 17th and Wyandotte, Kansas City, Mo.

Engineer, ex-Navy, first phone. Construction experience, married, sober, responsible. John E. McLaughlin, P. O. Box 397, Eureka, Calif.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

2 announcers desire position at same station. Inexperienced but capable. Disc and photos sent on request. Contact Dick McMullen, 430 W. 62nd St., Chicago, Ill. Englewood 8413.

Engineer, 1st phone, young, single, technically competent, experienced, wants position with station anywhere except east. No commercial announcing. Graduate of two radio schools and one electrical. Future primary consideration, salary secondary. Available immediately. Wire or write V. J. Kahanek, 703 S. Hermitage Ave., Chicago 12, Illinois.

Experienced farm and trade writer wants position in industry, radio, publications. Has M.A. in journalism. Burgess, 1607 University, Columbia, Mo.

Combination man—First class license, excellent recommendations, veteran, single, ready to work immediately anywhere. Wire Joe Brandt, 319 Monroe St., Paducah, Kentucky.

Experienced announcer - disc jockey terminating excellent position April first. Must have climate change to that of New England, New York. Professional experience includes twelve years show business, radio stock, television, vaudeville. Navy veteran, 23, single. Wire if interested. Box 39, BROADCASTING.

Announcing and former professional gagwriter, 26, single, good appearance, versatile, good selling voice, affable personality. One year broadcasting school. Eastern city preferred. Audition disc and photo available. Box 38, BROADCASTING.

A MAN WHO HAS EXPERIENCE AS . . .
A writer for MGM in Hollywood . . . Assistant play editor for MGM in New York . . . Staff announcer for the Blue Network (WMAL) . . . Staff announcer for WMCA in New York . . . Newscaster for N. Y. Times and N. Y. Herald Tribune . . . Free lance writer, actor and/or narrator for Pathescope; Transfilm, Trade Ways; Springer Pictures; Film Publishers; Curriculum Films; American Time Products, etc. . .

DESIRES . . .
To fill your present needs for a chief announcer; program director; newscaster and editor; writer . . .

REQUIRES . . .
$125 weekly minimum and no housing problem for a wife and three kids.

Box 40, BROADCASTING

FOR SALE OR TRADE: One Fairbanks-Morse Diesel Plant, 32 KVA, three phase, 220 volt, complete with voltage regulator; one 4000 volt Western Electric motor generator set, composed of one 8 HP, three phase motor and one 2000 V, 1.35 amp. and one 2000 volt, .85 amp. D. C. generators. Motor generator sets wanted: One motor generator set, 24 volt, .85 amp. D. C. generator; one M. G., 250 V, 2 amp., and 24 V, 65 amp. generators; one M. G. set 250 V, .6 amp., all 220 three phase input.

Box 36, BROADCASTING

Situations Wanted (Cont'd)

Announcer—Vet, 22, single. One year radio school training in all phases. Desires position with progressive station. Disc, photo on request. Box 41, BROADCASTING.

Announcer, experienced all phases of radio, college education. Age 32, married, minimum $50 plus talent fees. Box 42, BROADCASTING.

Chief engineer—FM & AM experience. 7 years radio. 250 to 50 kw and network. Also, development and design with equipment manufacturer. Box 43, BROADCASTING.

Administrative assistant with knowledge traffic, station relations, sales, ET services, correspondence and other business procedures. Presently employed, but desirous making worthwhile and permanent connection. Available May 1st or when do you need me? Box 44, BROADCASTING.

Editor-analyst. Foreign correspondent, features, columnist, reporter. Twenty years experience, 10 with radio. Alert, good voice, capable. Box 48, BROADCASTING.

Writer: Experienced continuity and dramatic. Credits ranging from comedy to documentary. Excellent knowledge programming and production. Available June 1st. Box 47, BROADCASTING.

Announcer—Veteran, young, versatile, with voice that sells. Brush up course leading radio school Radio City, N.Y. Travel anywhere. Available immediately. Box 45, BROADCASTING.

Announcer—Versatile, experienced. Disc shows, news, sports, specialize baseball and football play-by-play. Veteran, single. Graduate NAOB. Prefer south or Florida. Box 971, BROADCASTING.

Good announcers are rarities. Desire position new live wire station. Midwest preferred. Commercial experience: 3 years instructor of announcing. Presently employed as such. Can train new less-experienced announcing staff. Remember announcers only connecting link between sponsor and buyer. Announcer must sell. Then good announcing can increase sales power. Write or wire for pics, disc. Box 49, BROADCASTING.

Program director - announcer: creative talents in programming, community minded, general announcing. Government radio experience. Single. Particularly interested in new station. Box 948, BROADCASTING.

Sports announcer play-by-play all major sports. Also general staff routine. Veteran, single. Box 949, BROADCASTING.

Ambitious young man, 23, B.A. degree with one year's reportorial experience on small daily newspaper, desires a break in newscasting and general announcing. Box 52, BROADCASTING.

O that this too, too solid flesh could hist itself away to Oklahoma, Texas, Kansas, Missouri or Arkansas! Presently employed program director desires position in aforementioned states. Salary important but secondary. Familiar with all phases of radio. Experience includes putting stations on air for first time. Accept job as announcer, continuity writer or traffic manager with station 5000 watts or over. Box 53, BROADCASTING.

For Sale

For sale, immediate delivery, in perfect operating condition. General Radio frequency monitor, type 475B and 681A deviation meter. Best offer takes both units. Box 990, BROADCASTING.

One kw 100 mc RF amplifier. Box 982, BROADCASTING.

For sale—Scully recording lathe, single lead screw variable pitch—78RPM drive. Box 8, BROADCASTING.

Rek-O-Kut recording equipment; two overhead cutting drives, two G1 turntables—new. Best offer takes all. Box 34, BROADCASTING.

For Sale—RCA 303 A frequency monitor—range 1500—60 M/C—complete with tubes and crystal for 33.5 M/C operation. First check $125.00 gets monitor; Lee Broadcasting Corporation, Sanford, North Carolina.

Jockey's comedy script collection, $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, New York.

For sale—Ready for immediate installation 1000 watt, 304C Western Electric transmitter, complete with $1800.00 worth of tubes. Feedback circuit, accumulating time meter on tubes. Wire or phone KIEM 93, Eureka, California.

For sale—Dumont 208 C.R.O. $165. Like new. W. Thiel, Rib Lake, Wisconsin.

Bond Drive Results

THROUGH the Advertising Council's radio network and spot allocation plans, U. S. Savings Bond messages during 1946 received about two billion listener impressions, the Council announced last week. The Council did not break the percentage contributed to radio by advertisers and media during last year, but announced that a total of $27,600,000 in all advertising media helped to build the volume of bond sales in 1946 to a total of more than seven and a half billion dollars.

For Sale (Cont'd)

Radiotone recorders RA16 with amplifiers and tuner and R16 less amplifier. Both have Audak playback. Suitable for transcription turntables. Perfect condition, bargain. Bill Gall, Harrisburg, Ill.

Pierce wire recorder, new, 4 reels of wire. Immediate delivery. $600. J. M. Troesch, WSTV, Steubenville, Ohio.

For sale—Stock interest available in profitable station located in excellent market. 6% preferred plus some common. Write Blackburn-Hamilton Co., Radio Station Brokers, Washington, D. C., 1011 New Hampshire Ave., N. W., National 7405. San Francisco—235 Montgomery St., Exbrook 5672.

New General Radio 916A RF bridge, never used. First check for $350.00 delivers. WHDL, Olean, N. Y.

Audax PRO-5 pickup and arm with sapphire, $50. Robert Nicholas, 336 West Madison, Kirkwood, Missouri.

For sale: Gearless recording machine. Hartig wax shaver, two Western Electric cutters and suction pump. Write WBBR, Brooklyn 2, N.Y.

For sale: Immediate delivery, new 250 watt transmitter, approved and accepted by FCC. Sale due to change from 250 to 1000 watts. Price $1850. Phone: Eastern Shore Broadcasting Company, Preston, Maryland.

For sale—Immediate delivery 1 kw 304-A WE transmitter with spare tubes just removed from service due to recent power increase. Price $4500. Price includes 1126 A WE limiter. Radio Station KFVD, Los Angeles.

Wanted to Buy

Wanted to buy—250 watt network affiliate. Box 997, BROADCASTING.

Interested in buying several good second-hand transmitters from 100 to 1000 w preferably short wave, but also interested in medium wave AM. Give full particulars. Box 22, BROADCASTING.

Wanted. 5000 watt transmitter available in near future. WJOI, Florence, Alabama.

Wanted to buy—Used self-supporting 386 foot steel tower equipped to support fifty three foot Pylon antenna. Contact Wm. R. Terry, Box 147, Bessemer, Alabama.

Miscellaneous

Newsman wants to invest $5,000 and talents in your radio station anywhere. Box 920, BROADCASTING.

Building a new station? Our company will put your station on the air, program, sell, hire permanent personnel and start operations on paying basis. We handle everything from beginning of promotion to end of first month on air. Services economical. Work on guarantee, plus bonus. We bring experienced salesmen, program director, manager, etc. Available April 1st. Please enclose full details regarding proposed station and market data with letter. Reply Box 994, BROADCASTING.

Sales lagging? Our company will rebuild your program structure, write, produce and sell new shows. Our salesmen will sell the places your staff has missed. Services economical. Work on guarantee, plus bonus. You can save 5 to 10% on commissions. Enclose full details regarding station and market data with letter. Reply Box 995, BROADCASTING.

There are still some good markets without radio stations. If you're interested in getting into such a market consult Bernard K. Johnpoll, Consulting Radio Economist, 1203 Trenton Place, S. E., Washington 20, D. C.

Four New FM Conditional Grants And 15 CPs Are Issued by FCC

FOUR conditional grants were authorized by FCC last week for new FM stations. Three are for class B facilities and one is for class A assignment. FCC also granted construction permits to eight FM grantees and seven CPs to others in lieu of previous conditions.

One class B grant goes to Newnan Broadcasting Co., Newnan, Ga., with the Commission adding channel 238 to that city, and deleting the facility from LaGrange, Ga. Newnan Broadcasting previously had received a local AM assignment which was withdrawn earlier this month as result of relation to regional grant in Nashville, Tenn. Latter was withdrawn for hearing because of possible interference with existing operations [BROADCASTING, March 10]. The Nashville applicant, Volunteer State Broadcasting Co., had received the originally requested Newnan facility of 1300 kc (with 5 kw) on condition that it find Newnan a suitable frequency, which was 1400 kc (250 w). The Newnan AM request also goes to hearing.

The other conditional class B FM grants go to AM operators: Wayne M. Nelson (WEGO), Concord, N. C., and Neenah-Menasha Broadcasting Co. (WNAM), Neenah, Wis.

Commissioner Durr voted for hearing in the class A grant made to Donald W. Reynolds at Okmulgee, Okla. Mr. Reynolds is holder of CPs for both AM and FM facilities in Fort Smith, Ark. He also is AM applicant in Okmulgee and is half-owner of Community Service Broadcasting Co., AM applicant in Erie, Pa.

The following were authorized construction permits for FM outlets, FM call, if assigned, precedes name. AM affiliations are given in parentheses. Power given is effective radiated power and antenna height is height above average terrain. Grants are:

Twin City Bcstg. Co. Inc. (WCOU), Lewiston, Me.—Class B; 92.3 mc (No. 222); 9 kw; 270 ft.

Tri-State Bcstg. Co. (WBOC, WCAO through stockholders), Cumberland, Md.—Class B; 99.1 mc (No. 256); 2.2 kw; 1570 ft.

WQDV The Argus-Press Co., Owosso, Mich.—Class A; 104.7 mc (No. 284); 1 kw; 250 ft. (*).

Pontiac Bcstg. Co. (WCAR), Pontiac, Mich.—Class B; 92.5 mc; (No. 223); 20 kw; 500 ft.

WLWA Crosley Bcstg. Corp. (WLW), Cincinnati—Class B; 98.1 mc (No. 251), 10 kw; 660 ft. (*).

WPAY-FM The Scioto Bcstg. Co. (WPAY), Portsmouth, Ohio—Class B; 103.9 mc (No. 280); 7 kw; 520 ft. (*).

Sooner Bcstg. Co., Oklahoma City—Class B; 100.9 mc (No. 265); 33 kw; 520 ft.

KALE-FM KALE Inc. (KALE), Portland, Ore.—Class B; 96.1 mc (No. 241); 220 kw; 1100 ft. (*).

WEEX Easton Pub. Co. (WEST), Easton, Pa.—Class A; 105.7 mc (No. 289); 1 kw; 115 ft. (*).

WNJD H. C. Winslow (AM permittee), Meadville, Pa.—Class B; 99.3 mc (No. 257); 3.5 kw; 585 ft. (*).

Airplane and Marine Instruments Inc. (WTWS), Clearfield, Pa.—Class B; 97.9 mc (No. 250); 7.4 kw; 830 ft.

White Rose Bcstg. Co., York, Pa.—Class B; 95.3 mc (No. 237); 8 kw; 700 ft. Subject to change pending decision in hearing on Dockets 7724-7726.

Grenco Inc. (WCRS), Greenwood, S. C.—Class B; 95.9 mc (No. 240); 6.5 kw; 430 ft.

WSYB-FM Philip Weiss Music Co. (WSYB), Rutland, Vt.—Class A; 104.3 mc (No. 282); 100 w; 590 ft.

Record-Herald Co., Wausau, Wis.—Class B; 94.5 mc (No. 233); 6.5 kw; 680 ft.

(*) In lieu of previous conditions.

Education by Radio Institute May 2-5

Ohio State U. Announces Plans For Annual Sessions

DAY-TO-DAY programming and the challenge of the Blue Book will hold the attention of broadcasters attending Ohio State U.'s 17th annual Institute for Education by Radio May 2-5 at Columbus. Major general sessions and smaller group meetings will aim to discuss specific "how" and "when" techniques of effective public service.

Criteria for deciding "what is public service" will be aired at the opening general session on "Public Interest, Convenience and Necessity." Lyman Bryson, counselor of public affairs for CBS, will preside. Speakers will include Edward R. Murrow, vice president of CBS; William Fay, vice president of Stromberg-Carlson; Sen. Homer E. Capehart of Indiana; and Robert K. Richards, who on April 15 assumes a new position as public relations director of NAB.

"Radio and Labor" will be a general session topic for the first time in the Institute's history. Chairman will be Morris Novik, radio consultant. Speakers lined up thus far include James B. Carey, secretary-treasurer of the CIO, and Phil Newsom, chief radio editor for UP.

National Assn. of Radio News Directors, the new professional organization composed of active radio news men, will conduct news sessions at the Institute. NARND tentatively is planning two half-day study groups, the first on newsroom operations and management, the second on building and writing news programs.

Final general session will be on "Should Radio Have an Editorial Policy?" Panel members scheduled thus far include for this discussion Paul Spearman, well known radio attorney; FCC Comr. Paul Walker; Roger Baldwin, chairman of the American Civil Liberties Union, and Allen Saylor, radio representative of the UAW-CIO.

Dr. Harrison B. Summers, former public service chief for ABC, now on Ohio State's speech department faculty, is acting director of the 1947 Institute.

HENRY MORGAN, ABC comedian, was presented a plaque on March 20 by the B'nai B'rith Foundation of Philadelphia at its annual dinner for his "never ceasing struggle against intolerance and bigotry on his ABC weekly program."

AD CLUB'S LUNCHEON TO HEAR FM PANEL

PANEL on "FM as an Advertising Medium" will be held at the March 25 luncheon of the Washington Advertising Club, meeting at the Statler Hotel, Washington. Demonstration of FM will be given by WASH Washington, which also will pick up the panel discussion.

Presiding will be Bill Bailey, executive director of FMA, with these participants: Roy Hofheinz, FMA president; Leonard L. Asch, WBCA Schenectady; Hugh D. Lavery, account executive, McCann-Erickson, presenting the agency viewpoint. A question period will follow. Questions not answered for lack of time will be answered later by mail, Mr. Bailey said.

All-Negro Serial

CHICAGO may originate radio's first all-Negro daytime serial if plans between WJJD and Davis, Young and Powell, Chicago Negro advertising agency, are successful. Agency plans to produce and cast *Here Comes Tomorrow* using Chicago Negro actors. Originator of idea is Richard Graham, writer of *Democracy U. S. A.*

Toastmaster Named

J. R. POPPELE, vice president of WOR New York and president of Television Broadcasters Assn., will serve as toastmaster at the Tuesday luncheon session of the Television Institute to be conducted by *The Televiser* April 14-15 at the Hotel Commodore, New York. Thomas Hutchinson, author of *Here Is Television*, will head a production panel on Monday, while Dr. A. N. Goldsmith, consulting engineer in radio and television, serves as chairman for a simultaneous panel session on station operation. Irwin A. Shane, executive director, Television Workshop, and publisher, *The Televiser*, will conduct a program panel and demonstration on Tuesday. Two-day seminar will conclude with four round-tables on video writing, advertising, station problems and television for retailers.

RECORD RADIO GIVE-AWAY

Prizes for Women Who Guessed Identity of 'Mrs. Hush' Total $17,590

WHEN Mrs. William McCormick, a Lockhaven, Pa., housewife, answered her telephone on March 15, and told Ralph Edwards, m. c., of NBC's *Truth or Consequences* show, that the mysterious "Mrs. Hush" was Clara Bow, she became the winner of prizes totalling $17,590, an all-time high for radio give-aways. Not only did this fabulous contest make Mrs. McCormick happy, but it raised more than $400,000 in contributions to the "March of Dimes" campaign.

Last Jan. 25 *Truth or Consequences*, sponsored by Procter & Gamble Co. for Duz, began broadcasting a mysterious voice of a woman called "Mrs. Hush" who, each week, recited a four-line verse which contained clues to her identity. To be eligible for the competition, listeners had to write a letter in 25 words or less on "We should all support the March of Dimes because" and enclose a contribution to the campaign along with the entry. Three letters were picked each week and the writers were phoned during the broadcast to give their opinions on who "Mrs. Hush" was. The first week of the contest three prizes were offered, and by the time Mrs. McCormick guessed the answer on March 15, there were more than a dozen.

Mrs. McCormick, her sister, and a neighbor had gotten their heads together and figured that "Mrs. Hush" was Clara Bow. They had sent in a total of 24 letters during the time the contest was in progress at the rate of one a week. It was Mrs. McCormick's eighth letter that was picked as one of the three best for the week ending March 15.

Three Share Prizes

The prizes, which Mrs. McCormick and the two other women are still trying to split three ways were: A 1947 Ford Sportsman convertible automobile; Bendix washer; United Airlines trip to New York for two with a week-end suite at the Waldorf-Astoria Hotel; a $1,000 I. J. Fox full length silver fox coat; a Columbia trailer which sleeps four and includes stove and refrigerator; a $1,000 diamond and ruby Bulova watch; a 1947 RCA Victor console radio phonograph with a $100 library of Redseal records; a Jacobs home freezer filled with Birds Eye frozen food; a Tappan gas range; Electrolux vacuum cleaner with all attachments; a Crosley Shelvador refrigerator; a week's vacation for two at Sun Valley, Ida., with transportation paid; a Brunswick billiard table installed in the home; an Art Carvel $1,000 diamond ring; a complete Hart, Schaffner and Marx wardrobe for each adult in the immediate family; a Fitzgibbons residence steel heating boiler; free maid service for one year; a 144-piece set of American china; a Remington-Rand typewriter; a Luscombe Silvaire airplane worth $2,500; a complete house painting job inside and out by Sherwin-Williams.

More than one million entries were received by the program.

Sackett Buys Daily

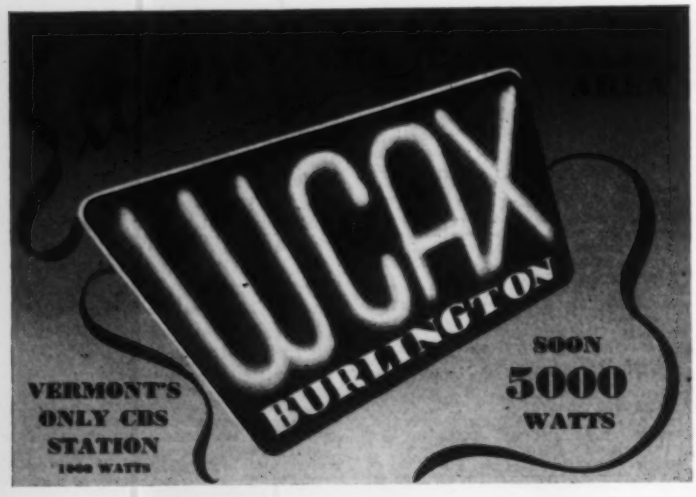
SHELDON F. SACKETT, owner of KROW Oakland, Calif.; KOOS Coos Bay, Ore. and KVAN Vancouver, Wash., has announced the purchase of the *Vancouver* (Wash.) *Sun*, a daily newspaper. Mr. Sackett also publishes the *Coos Bay* (Ore.) *Times*. The Short & Baum advertising agency, Portland, has been appointed to handle advertising for the interests.

To Name Distributor

COLUMBIA Recording Corp., New York, will appoint a Hawaiian distributor for the firm within the next two weeks, and Paul E. Southard, vice president in charge of sales of Columbia records, has left for Honolulu to interview applicants. During the war Columbia's products were distributed in the Hawaiian Islands by the H. R. Basford Co., distributors of Columbia masterworks and popular records in San Francisco.

Elects Directors

COMMITTEE on Consumer Relations in Advertising March 18, at the annual luncheon meeting at the Waldorf-Astoria Hotel, New York, elected the following as board directors: Allen L. Billingsley, president of Fuller & Smith & Ross, New York; Justin Miller, president of NAB; William Reydel, partner of Newell-Emmett Co., New York; Frank Stanton, CBS president; Enno D. Winius, president of Anfenger Adv., New York, and Roy C. Witmer, NBC vice president.



Schwerin System's Service Expanded

Now Available to All National Advertisers, Agencies Told

SCHWERIN System of Program Improvement is now available to national advertisers in addition to NBC, Horace Schwerin, head of the research organization, told Chicago agency executives March 18.

Reporting on results obtained from a study of more than 100 NBC programs since last August, Mr. Schwerin, together with Hugh Beville, NBC director of research, outlined how pre-testing of both proposed programs and programs now on the air have aided the network in improving their overall quality.

Mr. Schwerin also announced the first commercial rates to clients exclusive of NBC, whose contract expires June 30. Until June 1, Schwerin rates will be $750 for audition tests of each half-hour program, with 25% discount for quarter-hour programs. For continuous studies (more than one program in a series) the rate will be $500 for each half-hour, with 25% discount for quarter-hour programs.

Discusses Cost

Based on tests made on NBC's own RCA-Victor program (Sun., 1-1:30 p.m., CST) Mr. Schwerin said research costs per dollar of increased value to the client (using increase in share of audience as an indicator) amounted to approximately two cents.

He emphasized that improvements or changes in the program based on research findings involved no actual increased costs of talent or production.

Mr. Schwerin also said that research on NBC program from August, 1946, to March, 1947, indicated that commercials must be either well liked or extremely irritating to register a high percentage of retention by the listener. Commercials that registered neither approval nor disapproval showed the highest rate of indifference, he said.

Schwerin Research Corp. also will enter the field of spot announcement testing for individual advertisers.

KZRH Now 10 kw

KZRH Manila has increased its power from 1 kw to its full authorized 10 kw. Station, which is the Philippines affiliate of NBC, operates on 750 kc, and a simultaneous shortwave transmitter carries all programs on 9640 kc (31 meters). KZRH studios occupy the 7th floor of the Insular Life Bldg. in downtown Manila and include a studio auditorium seating 400 persons. The station maintains a staff capable of handling English, Tagalog and Chinese broadcasts, according to Bert Silen, president and general manager of Manila Broadcasting Co., licensee.

KSTP

(Continued from page 13)

was ill and did not participate but was contacted at home by telephone and kept informed of developments.

In the Thursday vote, Comrs. Denny, Jett, Hyde, and Wakefield favored approval to Mr. Hubbard under the revised Avco option. Comr. Durr held that neither applicant should be approved. Comr. Walker did not participate.

Following the Tuesday announcement, Mr. Emmanuel, after conferring with James D. Shouse, president of Crosley, suggested that the whole matter be re-canvassed with a view to modification of the option terms. R. S. Pruitt, Avco vice president and general counsel, flew to Washington from San Diego, where he was engaged in matters relating to Consolidated Vultee, another Avco property. Messrs. Shouse, Hubbard, and H. Preston Coursen, Avco attorney, also met in Washington.

After the contract was revised Thursday, the FCC, which previously notified the principals that a modified proposal might be entertained, was advised that a new arrangement had been made. Chairman Denny promptly called a meeting of the available Commissioners —himself, Mr. Jett, Mr. Hyde and Mr. Durr. Commissioner Wakefield was ill with influenza.

Meet in Denny's Office

Those present at the hurriedly called meeting, held in Mr. Denny's office, included Fontaine Bradley, counsel for the St. Paul-Minneapolis syndicate, along with members of FCC's legal, engineering and accounting staffs. Frederic J. Ball, partner in the firm of Pierson & Ball, Washington attorneys, presented the revised contract as counsel for Avco-Crosley, and explained the terms of the proposal in detail.

Following this presentation Paul D. P. Spearman, counsel for KSTP and Mr. Hubbard, highly complimented Avco-Crosley. He pointed out that Mr. Hubbard had not been able to raise the necessary capital from other sources and that Avco, through Mr. Shouse's good offices, had agreed to modify the proposal and relinquish its control option.

Mr. Hubbard told the Commission that he did not intend to sell a share of "control" stock and expressed complete satisfaction with the transaction as revised.

Mr. Bradley objected to the revised contract on the ground that it did not have the approval of the Avco board. Mr. Ball, however, explained that the transaction had been approved by Mr. Emmanuel's executive committee of five at a meeting in New York at 4 o'clock Thursday afternoon.

The St. Paul-Minneapolis syndicate, which proposed to name William F. Johns Sr., one of its members and president of Ridder-Johns Inc., national publishers' representatives, to the managership of KSTP if it won control had based its plea on a desire to keep control of the station in local hands. In a last-minute development at the hearing, the syndicate had offered to withdraw its application if Avco would relinquish its option to acquire control.

The 75% is owned by the estates of Lytton J. Shields (50%) and Frank M. Brown (25%).

Text of FCC's order, released Friday:

ORDER

At a session of the Federal Communications Commission held in its offices in Washington, D. C. on the 20th day of March, 1947;

The Commission having under consideration the application of Helen B. Shields, Frank J. Anderson and The First Trust Company of St. Paul, Trustees; and Florence E. Brown and C. R. Bachman, Trustees; and Florence E. Brown, Guardian, transferors, and Stanley E. Hubbard, transferee (Docket No. 8158), and the competing application of I. A. O'Shaughnessey, et al., and The Thomas Hamm Brewing Company, transferees (Docket No. 8159); the evidence adduced at the hearing on this matter held before the Commission sitting en banc on March 13 and 14, 1947; a public notice issued March 18, 1947 in which the Commission announced that it would enter an order effective midnight, Thursday, March 20, 1947, denying its consent to the transfer of control of Station KSTP, St. Paul, Minnesota, to either of the proposed transferees, and that notice of this proposed order was being given counsel for the parties so that they might have the benefit of as much notice as conditions permitted before expiration on March 20, 1947 of the contract with the trustees; and

The Commission having under consideration a supplemental agreement, dated March 20, 1947, and received in evidence on March 20, 1947, over the objections of I. A. O'Shaughnessey, et al., and The Thomas Hamm Brewing Company, between the Aviation Corporation, on the one hand, and Stanley E. Hubbard and Didrikke S. Hubbard, on the other, amending the memorandum agreement between the same parties dated September 21, 1946; and

It appearing that the proposed transfer, as modified by the aforesaid supplemental agreement dated March 20, 1947, of control of Station KSTP, St. Paul, Minnesota, from Helen B. Shields, Frank J. Anderson and The First Trust Company of St. Paul, Trustees; and Florence E. Brown and C. R. Bachman, Trustees, and Florence E. Brown, Guardian, to Stanley E. Hubbard, as proposed in Docket No. 8158, would be in the public interest and is to be preferred to a transfer to I. A. O'Shaughnessey et al and the Thomas Hamm Brewing Company as proposed in Docket No. 8159;

IT IS ORDERED, That consent to the transfer to Stanley E. Hubbard BE, AND IT IS HEREBY GIVEN, and the application of I. A. O'Shaughnessey et al and the Thomas Hamm Brewing Company BE AND IT IS HEREBY DENIED.

The Commission's decision will be issued at a later date.

FEDERAL COMMUNICATIONS COMMISSION
T. J. Slowie
Secretary

Paul A. Walker not participating;
C. J. Durr dissents, transfer to neither applicant should be approved.

Negotiations End

NEGOTIATIONS between CBS and the IBEW were suspended on Thursday for reasons that neither side would make public. The present contract, which expires March 31, was extended indefinitely and any new contract will be made retroactive, according to a union source. No date was set for the next session, but it was learned that it would be at least 10 days since it takes that long to notify and assemble the union delegates from various parts of the country.

White Expecting to Introduce New Radio Bill Within Month

RADIO LEGISLATION, long-awaited as a new yardstick for FCC operation, is well advanced through final stages of a survey initiated by Chairman Wallace H. White of the powerful Interstate and Foreign Commerce Committee. Senator White told BROADCASTING last Thursday he hoped "to be able" to introduce a bill [BROADCASTING, Jan. 27] in about a month.

Although the bill will derive its framework from the old White-Wheeler bill of the 78th Congress many provisions of that legislation included at the insistence of former Chairman Burton K. Wheeler (D-Mon.) will be either eliminated or re-written.

One provision particularly seemed destined for complete elimination. It was, in effect, a statement of "Congressional policy" recommending, although not with the force of law, a pattern of "public service" programming. Although it would not have given FCC legal prerogative to enforce Blue Book type regulations, it was felt that it would have greatly encouraged extension of Commission activity into programming standards. Senator White objected to the policy statement at the time it was written on grounds that it would have, by indirection, given FCC possible justification for going outside what he felt was a too vaguely defined "intent of Congress."

Mr. White said he was spending as much time as possible preparing his bill and added smilingly that no one, either in industry, or FCC had seen "a line of it."

Whether there will be a Senate investigation of FCC remains a question, it was indicated, of what develops during the first Congressional examination of the Commission—an imminent scrutiny of the Commission's spending activities due within the next two weeks before a House Appropriations Subcommittee [BROADCASTING, Feb. 17].

Senator White has already made clear that his bill will be as complete as possible an expression of Congressional intent as to FCC's control over programs and business practices of stations. He is on record for having criticized the Supreme Court (so-called Frankfurter) decision of May 10, 1943, which upheld the Commission's chain broadcasting regulation. He is known to feel that Commission procedure needs to be more definitely outlined by Congress.

Many specific points in his proposed bill await completion of a survey being made under the direction of Edward Cooper, Interstate Committee's communications expert who has been given responsibility for supervising the writing of radio legislation.

Local 802 and Network Accord Seems Assured

AGREEMENT between the major networks and Local 802, New York, of the American Federation of Musicians last week appeared virtually assured as negotiations reportedly were resolved to a few salary considerations.

It was understood that one point still at issue was the union's demand for vacations with pay, a subject on which the networks had given no indication of yielding. One negotiational session was held last week; another will probably be called this week. One network executive was hopeful that a contract might be signed before week's end.

Canadian Set Report

CANADIAN manufacturers produced 72,900 radio receivers in January, according to figures released by the Radio Manufacturers Assn. of Canada, Toronto. Total production in 1946 was 580,575 sets, nearly all of which were table models.

More Local Advertisers Are Using WFMJ At Less Cost Per Listener . . .

You Can Do So Too

Ask HEADLEY-REED

WFMJ

The ABC Station For YOUNGSTOWN, OHIO

SOON
5 KW - AM
50 KW - FM

To give you the
KANSAS CITY MARKET
On a platter
WE HAVE
Bent over backwards
Salaamed Allah
and
Stood on our heads at

KMAY FM

NOW IT'S YOURS

Write for availabilities and rates

O. R. Wright, *Sales Mgr.*
Porter Bldg., K. C, Mo.

E. L. Dillard, *Gen. Mgr.*

Permission Given to Air Foreign Policy Hearings

PERMISSION for networks to record historic hearings of the House Foreign Affairs Committee on President Truman's foreign policy proposals were granted Thursday in a secret session which reversed an earlier decision to ban recording equipment.

It was understood that certain committee members were afraid that recordings might be edited in such a way as to give a false impression of the hearings to the public. Assurances from NBC, however, that the hearings would be covered "impartially" overcame objections.

NBC was the only network to request recording privileges, but with the door opened to one network, all became eligible. Both NBC and MBS planned to record the second day's hearings on Friday.

New Transcription Policy in CBS Western Division

CBS TRANSCRIPTIONS wax no longer will be verboten in CBS Western Division operations with the advent of daylight savings time, it was learned last week. Details of the policy change are expected to be explained to CBS affiliates at meeting in San Francisco March 27-28.

Aside from aiding listenership by airing programs broadcast from 5-6 p.m. (PST) on transcribed repeat basis in 9-10 p.m. (PST) slot, the move will tend to bolster revenue by keeping this time in Class A instead of allowing it to fall into Class B as a result of daylight savings time.

Plane Message Test

PAN AMERICAN AIRWAYS, Miami, has been granted temporary permit to operate an experimental Class 2 station to test a toll telephone message service to passengers in flight. Under the FCC's order Pan American is not to charge for the service during the six-month test period.

FM Amendment

ORDER was adopted by the FCC last week amending Sec. 1.121 of Part 1 of its Rules to provide for authority by the Commission's chief engineer to act upon applications requesting special temporary authority for interim FM operation. The order adds as follows a new sub-paragraph: "(r) For special temporary authority to provide an interim FM broadcast service provided such requests are from FM conditional grantee or holders of FM construction permits." Heretofore the Commission itself has had to pass upon such requests and last week granted such interim operation of an experimental FM station to Peoria Broadcasting Co. in Peoria, Ill. Firm is licensee of WMBD that city.

PLOTKIN WILL TESTIFY IN FAVOR OF H.R. 1470

FCC Assistant General Counsel Harry M. Plotkin is scheduled to appear before a House Judiciary Subcommittee today (March 24) in support of a bill designed to ease the burden on the Supreme Court of appeals from the orders of the Commission and certain Agriculture Dept. orders.

The measure (H. R. 1470) originated from the Administrative Office of the Supreme Court [BROADCASTING, Feb. 3] and gives the high court discretion over FCC appeals whereas they are now reviewed "as of right."

First hearing on the bill came last Monday when Chairman Orie L. Phillips of the Committee of the Judicial Conference of Senior Circuit Judges—the agency which drafted the bill—explained its origin and purpose to the House group.

As BROADCASTING went to press there were no requests from the radio industry to take part in today's hearing, although Reed Rollo, president of the Federal Communications Commission Bar Assn. had called a meeting of his group to determine whether the Association would issue a statement on the proposed legislation. He did not, however, foresee opposition to the bill.

Expands Service

ROBERT J. SMITH & Assoc., Washington, has changed its name to Robert Jerome Smith, Public Relations, with representation in New York, Chicago, and Hollywood in addition to Washington, it was announced last week by Mr. Smith. The new firm of Richard W. Hubbell & Assoc. (see story page 38) also has been retained by the Smith organization and its services made available to clients. Mr. Smith stated that with this addition complete national service in all media is facilitated.

Crandall Leaves Hospital

GEORGE CRANDALL, CBS director of press information, was discharged from Methodist Hospital, Brooklyn, N. Y., March 22, after convalescing from surgery on his leg to repair an old football injury. He is currently resting at his farm in Hancock, N. Y., and is expected back at his desk within a week.

WGTM-FM Dedicated

FORMAL dedication of WGTM-FM Wilson, N. C. was held March 10, 8-8:30 p.m., with a special program featuring messages from industry and civic leaders. Among those sending expressions to the station were: Gov. R. Gregg Cherry, FCC Chairman Charles R. Denny, MBS President Edgar Kobak, FMA Executive Director Bill Bailey, Maj. Edwin Armstrong, and NAB President Justin Miller. W G T M-F M began operations March 1, with 4 kw radiated power.

NFTW Committee to Make Phone Strike Decision

POLICY COMMITTEE of the National Federation of Telephone Workers was scheduled to meet at 10 a.m. today (Monday) at Hotel Raleigh in Washington, D. C., to decide whether or not to go through with a national strike of telephone workers set for April 7.

Forty-nine unions are affiliated with the Federation, and 39 of them are involved in the current dispute with the Bell System. Scheduled to attend today's meeting were representatives of each of the 39 unions, whose 287,000 members have voted overwhelmingly in favor of the strike.

The policy committee has full authority to decide whether a strike or some other course of action should be taken.

Sen. Wayne Morse (R-Ore.) on the floor of the Senate last Tuesday appealed to workers and employers to submit the dispute to arbitration and recommended that both sides agree to placing the matter in the hands of a government arbitrator.

Burglars Make Big Haul At Mail Servicing House

BURGLARS who ransacked the 3-story office building of Cayol Foods, Minneapolis, on March 9 made away with more than $7,000 in small coins, S. H. Cargill, president of the firm, reports. Cayol Foods processes daily for its clients between 100,000 and 200,000 pieces of premium mail containing sums ranging from 10c to $1.00, which is enclosed in response to nationally advertised premium offers.

Currently Cayol is handling several premium operations for General Mills, and all of the money stolen was from mail belonging to General Mills, according to Mr. Cargill. The robbery occured on a Sunday, only day in the week when cash receipts of the firm are not picked up by Brinks Service.

Book on Journalists

JUST OFF the press is "More Post Biographies," edited by John E. Drewry, dean of the U. of Georgia's Henry W. Grady School of Journalism. Volume is a collection of 22 articles which have appeared in the *Saturday Evening Post* on journalists, journals and other subjects journalistic." Among personalities whose work is discussed are Raymond Clapper, Hugh Baillie, Helen Bonfils, Mary Coyle Chase, "Ding" Darling, Gene Howe, John S. Knight, Arthur Krock, Bill Mauldin, Eugene Meyer, Drew Pearson, Emily Post, Ernie Pyle and Helen Rogers Reid. Other subjects treated are sporting news, women journalists, news reels, the *Christian Science Monitor*, *Who's Who*, *Philadelphia Bulletin* and *Encyclopedia Brittanica*.

Nine New AM Outlets Granted; N. M. Grantee Returns Two CPs

AUTHORIZATIONS were made by FCC last week for eight new daytime standard stations and one fulltime AM outlet. Two of the daytime grants go to same pair of individuals, both newspaper publishers.

At the same action the Commission authorized cancellation of construction permits for KROX Clovis and KRSM Roswell, N. M. Cancellations had been requested because of the poor health of A. R. Hebenstreit, principal stockholder in New Mexico Broadcasting Co., permittee of the two stations and licensee of KGGM Albuquerque and KVSF Santa Fe.

The CPs were granted as follows:

Lauringburg, N. C.—Scotland Broadcasting Co., 1080 kc, 1 kw, day (engineering conditions).

Quincy, Mass.—Asher Broadcasting Service Inc., 1300 kc, 1 kw day (engineering conditions).

Nashua, N. H.—Nashua Broadcasting Corp., 900 kc, 1 kw day.

Princeton, W. Va.—Mountain Broadcasting Service Inc., 1490 kc, 250 w, unlimited (conditions).

New Orleans—Sky Broadcasting Service, 690 kc, 1 kw day (engineering conditions).

Stephenville, Tex.—Doyle E. Collup, 1510 kc, 250 w, day.

Wewoka, Okla.—Seminole Broadcasting Co., 720 kc, 250 w, day (engineering conditions).

La Salle, Ill.—The La Salle County Broadcasting Co., 1220 kc, 250 w, day (engineering conditions).

Laurens, S. C.—WLBG Inc., 860 kc, 250 w, day (engineering conditions).

A principal in Scotland Broadcasting Co. is Victor W. Dawson, vice president and 24% stockholder, who also is manager of WFNC Fayetteville, N. C., vice president of WLPM Suffolk, Va., and part owner of Kinston Broadcasting Co., permittee for new 1 kw daytime outlet on 1000 kc at Kinston, N. C. A like interest in Scotland Broadcasting is held by Edwin Pate, president, who is president of Commercial State Bank. He has other local business interests. J. R. Dalrimple Jr., local businessman, is secretary-treasurer with 12% interest. Remaining 40% is divided equally among five local businessmen; D. J. Sinclair, E. H. Evans, John F. McNair, Halbert M. Jones and Edwin Morgan.

President of Asher Broadcasting Service is Joseph H. Tobin, chief announcer of WINS New York. He holds 176 shares common and will be general manager. James Asher, who holds like interest, has had four years of radio experience and now is sales manager of Stoddard Bros. Inc., food manufacturer. He will be station's commercial manager. Morton R. Wade, with army radio background, holds 30 shares common. Other stockholders are: Ralph R. Stoddard, 30 shares common, 185 shares preferred; Mrs. Agnes G. McHugh, 20 common and 38 preferred; Ben I. Warner, 122 preferred. Morton M. Goldfine will be clerk and a director.

Nashua Broadcasting is headed by Arthur A. Newcomb, president (20%), former commercial and assistant sales manager of WOCB Hyannis and WLAW Lawrence, Mass. Mr. Newcomb will be general manager of the new station. Others in firm are: Elmer F. Blakey, vice president (5%), cashier and vice president of Indian Head National Bank; Homer Wingate, treasurer (70%), owner of Wingate Drug Store and half owner Carroll Cut Rate Store; Antoine A. Guertin (5%), attorney.

Mountain Broadcasting Service is equally owned by Frank G. McKenzie, president, who is chief owner of a regional auto supply chain; Harold P. Hunnicutt, vice president, owner of Princeton Pepsi-Cola Bottling Co., and Dewey J. Bailey, secretary-treasurer, 90% owner of Lynch Clothing Store.

Sky Broadcasting Co. is a partnership composed of A. L. and Leonore H. Chilton and James Ralph Wood. The Chiltons formerly had been associated with KLRA Little Rock, Ark., and now each hold 45% interest in KGHI Little Rock. Mr. Wood is an attorney and sel of Southwestern Life Insurance is vice president and general coun- Co., Dallas.

Mr. Collup for six years has been a radio engineer, serving with several stations and during the war a Civil Service radio engineer at Wright Field Laboratory and later assigned to the Combined Research Group, Naval Research Lab., Washington.

Equal partners, F. F. McNaughton and Louis F. Leurig compose Seminole Broadcasting Co. and The LaSalle County Broadcasting Co. Mr. McNaughton is owner and publisher of the *Pekin Daily Times*, Pekin, Ill., and Mr. Leurig is owner and publisher of the Yuma Publishing Co., Yuma, Ariz.

Major stockholder (33%) in WLBG Inc. is Robert Easley, vice president, who is 30% owner of WRNO Orangeburg, S. C. Mr. Easley is former chief engineer of WAIM Anderson, S. C. President and 8% owner is Laurens Barksdale, for 24 years Laurens manager of United Agency, insurance firm. Kenneth Baker, director (13%), has been professor at Presbyterian College, Clinton, S. C. Remaining interest is divided equally among group of local business and professional men. These are: William Barksdale, secretary, Lipman Balle, Ernest Easterly, Robert and Cecil Roper and Hugh Gray.

DIPLOMATIC PROGRAM OFFERED TO STATIONS

STATIONS throughout the country are receiving letters and an attached blank announcing an available transcribed series, *From the Embassies*, offered at cost. Letter is signed by Robert S. Allen, formerly associated with Drew Pearson in the "Washington Merry-Go-Round" column, and president of the Public Service Radio Corp. of Md. Mr. Allen's corporation is applicant for facilities of WBAL Baltimore.

"Ambassadors, foreign ministers and their staffs," says the letter in part, "will be given the opportunity to describe the traditions and customs of their native lands. . . . They will definitely NOT be propaganda!

"In an effort to do our part in creating international goodwill, we contemplate transcribing these programs and making them available to any radio station at the cost of the platter itself . . . The programs may be sponsored or sustaining . . ."

A copy of the printed letter, seen last week by BROADCASTING, was dated March 3. Neither Mr. Allen nor his attorney would comment on the series. The latter indicated, however, that no public comment would be made until after the WBAL hearings. Several embassies, including the British, Russian and Greek, queried by BROADCASTING, had no knowledge of the series.

AFRA URGES MERGING WITH ALLIED UNIONS

NEW YORK AFRA membership adopted a resolution last Thursday night proposing a merger of AFRA and other branches of the Assn. of Actors and Artists of America into a single union [BROADCASTING, March 17].

AFRA will appoint a committee to "urge and promote the adoption of the amalgamation" of the various unions. The committee will report to the membership at its next meeting.

The resolution committed AFRA to take the lead in promoting merger of the individual unions.

Advocates of the amalgamation argue that one large union would mean cheaper individual membership dues, as well as greater unity and strength. A single card holder could work interchangeably for any of the currently separated divisions.

The Assn. of Actors and Artists of America at present includes AFRA, Actors Equity, American Guild of Variety Artists Chorus Equity, Hebrew Actors Union, Hebrew Chorus Union, Hungarian Actors and Artists, Italian Actors and Artists, Screen Actors Guild and Brother Artists Assn.

GRANT HOLCOMB Jr. and CARROLL HANSEN, director of public relations and news director, respectively, of KQW San Francisco, are invited March 27-28 to attend conference for "Control of Atomic Energy" to be sponsored by North Calif. Assn. of Scientists for Atomic Education.

CELEBRATION of Army Week (April 6-12) by WSBC Chicago, in cooperation with Army Recruiting Service, includes presentation of medals to soldiers on air and appearances of foreign-language speaking Army officers on programs. Permanent Army recruiting post has been opened in station's lobby to serve Chicago's West Side.

SOON!

FOR ASHEVILLE AND WESTERN NORTH CAROLINA

Now Represented by

Headley-Reed Company

At Deadline ...

THREE NEW AM CPs GRANTED CONDITIONALLY

FCC FRIDAY granted conditionally three new standard stations to: Anson Radio and Broadcasting Co., Wadesboro, N. C., 1210 kc 1 kw daytime; Paso Broadcasting Co., Paso, Tex., 920 kc 1 kw daytime, and Jose E. del Valle, Santurce, P. R., 740 kc 10 kw unlimited with directional.

Interest of 90% in Anson Radio is equally divided between Robert Phillip Lyon, drugstore and business interests, and his son, Risden Allen Lyon. Remaining 10% held by Milton D. Scarboro, WOHS Shelby, N. C., commercial manager.

Paso Broadcasting is equal partnership composed of following: Edward V. Mead, oil well service and baking company interests; J. T. Carroll, third-owner WEAR Pensacola, Fla.; Lewis O. Seibert, general manager of KGKL San Angelo, Tex., and Robert M. Jackson, editor of Corpus Christi (Tex.) *Caller-Times*.

Jose E. del Valle has been assistant sales manager of Puerto Rican Cement Co. and holds other real estate and business interests. Grantee must file for modification of CP specifying antenna design to reduce radiation toward CMJN Camaguey, Cuba.

FCC 'NIGHT' POLICY

NIGHTTIME-ONLY applications will not be considered by FCC unless rules are changed, after hearing, to permit such operation, Commission indicated Friday. Indication came in oral argument on Texas 1450 kc cases when Charles W. Balthrope, San Antonio, orally renewed written request for night-only operation if he can't get fulltime grant [BROADCASTING, March 10]. Applicants in case are Gonzales (Tex.) Broadcasting Co., which received proposed grant for 1450 kc with 250 w fulltime, and Mr. Balthrope, Express Publishing Co. of San Antonio, and Taylor (Tex.) Broadcasting Co., all of whom received proposed denials [BROADCASTING, Feb. 10]. Hearing record was ordered reopened to take additional evidence on interference between Taylor operation and WACO Waco.

WOLS TRANSFER ASKED

CONSENT to transfer of control of WOLS Florence, S. C., from M. F. Schnibben to Melvin H. Purvis is requested in application reported Friday as tendered for filing with FCC. Contract states Mr. Purvis acquires 60% interest held by Mr. Schnibben for $40,000. With acquisition Mr. Purvis would own all outstanding stock. Mr. Schnibben is withdrawing because of poor health and desire to retire, application stated. He originally financed firm and has been holding part of Purivs stock as security until paid for from dividends. Mr. Purvis before service in armed forces had been general manager of WOLS.

WEEK WINS FM

WEEK Peoria, Ill., headed by Oklahoma Gov. Robert S. Kerr, Friday was conditionally granted Class B FM outlet. Commission added FM channels 238 and 246 to Peoria general area and cancelled oral argument set last Friday for Peoria FM applications. Action resulted from WEEK petition.

RMA ASKS REVENUE BUREAU TO EXEMPT TV FROM TAX

FORMAL request for exemption of television receivers from 20% cabaret tax (early story page 77) under Sec. 1700-E of Revenue Code filed Friday by Radio Manufacturers Assn. with Charles J. Valaer, Acting Deputy Commissioner. Bond Geddes, RMA executive vice president, said Bureau previously ruled television not subject to 10% excise tax on radios. Sale of TV sets interfered with by Bureau ruling, he said.

Joseph Gerl, Sonoro Radio & Television Corp., chairman of RMA Excise Tax Committee, has asked all broadcasters to contact Senators and Representatives on behalf of reduction of excise tax on sets. RMA Committee will meet with revenue officials April 9.

D. C. PLEA DENIED

FOUNDATION Co. of Washington's application for new D. C. station on 580 kc with 5 kw fulltime, mutually exclusive with WQQW Washington's existing daytime station on 570 kc, dismissed by FCC. Action followed dismissal, by U. S. Court of Appeals for District of Columbia, of Foundation's protest against WQQW grant. FCC, upheld by court, noted Foundation application filed 19 days after WQQW grant last June and rejected Foundation plea for comparative consideration. Elmer Pratt, Washington communications attorney, is Foundation president. Owners include Lawrence Heller, former majority owner of WINX Washington. The company also is seeking new Philadelphia station.

ALLOCATIONS UNCHANGED

NO CHANGES involving broadcasting or mass communications contained in frequency service allocations to non-government fixed and mobile services in 30-40 and 152-162 mc bands, announced by FCC Friday as adopted with some revisions in plans released in January [BROADCASTING, Jan. 13]. In 152-162 mc case, Commission said four networks' objections to sharing of same channels by remote pickup (relay) broadcast and relay press stations involves "a matter of continuing study by the Commission and may be decided at a later date after the scope of service of the relay press stations has been determined."

WGBF GETS REGULAR RENEWAL

REGULAR LICENSE renewal for WGBF Evansville, Ind., on temporary for duopoly reasons since Oct. 1, 1944, granted by FCC and announced Friday. Grant, for period ending Nov. 1, 1948, followed sale of WEOA Evansville to WFBM Indianapolis interests by Evansville on the Air Inc., WGBF licensee [BROADCASTING, Dec. 9, 1946]. FCC Friday also announced renewal to Feb. 1, 1950 for KCMJ Palm Springs, Calif.; to March 1, 1948 for WHAS Louisville's W9XWT-FAX and WBNS Columbus, Ohio's W8XUM-FAX, and to May 1, 1948 for WHK Cleveland's developmental W8XUB.

REVIEW of activities of KTIP Porterville, Calif., presented in March 24 issue of *Life* magazine, giving listening habits of six representative local families.

PROGRAM TIME CHANGES ANNOUNCED BY MBS

MBS last week announced following changes in program times:

With cancellation of *McGarry and His Mouse* by General Foods Corp., New York (Sanka), sustainer *Scotland Yard* featuring Basil Rathbone and currently heard Tuesdays, 8-8:30 p.m., moves to Monday, 8-8:30 p.m., effective April 7, period to be vacated by McGarry show.

Trimount Clothing, N. Y., sponsor of *The Warden's Crime Cases* currently aired on MBS, Sundays, 2-2:15 p.m., effective April 8 moves to Tuesday, 8-8:15 p.m., and Commercial Credit Co., Baltimore, switches *Special Investigator* currently on MBS Sundays, 8:30-8:45 p.m., to Tuesday, 8:15-8:30 p.m.

Agency for Trimount is William Weintraub Co., New York, while Sheldon, Quick & McElroy, New York, handles Commercial Credit account.

TWO NEW STATION DENIALS

FILED too late for consideration under FCC rules, new-station applications of Biloxi Broadcasting Assn. (for Biloxi, Miss.) and Pacific States Radio Engineering (for Pittsburg, Calif.) dismissed by Commission. Rules say applications will not be considered with mutually exclusive applications already on file unless tendered at least 20 days before hearing on older case. Biloxi application, for 1340 kc with 250 w, dismissed without prejudice to refiling when final action taken on Gulf Broadcasting Co. application for same assignment at Mobile. Similarly, Pacific States, seeking 1470 kc with 250 w day, may refile after disposition of KSAN San Francisco's bid to change from 1450 to 1460 kc. Hearings already held on both KSAN and Gulf Broadcasting cases.

OXARART JOINS CBS

FRANK OXARART resigned as head of Los Angeles agency bearing his name to join CBS Hollywood today (March 24) as head of West Coast transcontinental sales. Agency being purchased by James Shelley and William Harvey, formerly Mr. Oxarart's junior partners.

WHAS Louisville, Ky., Friday was granted assignment of license from Courier Journal and Louisville Times Co. to WHAS Inc., newly formed corporation wholly owned by assignor.

AUDIENCE SURVEYS has acquired new space, same address 347 Madison Ave., New York. New telephone is Murray Hill 6-9282.

People

ADRIAN SAMISH, ABC vice president in charge of programs and television, March 25 is to be married to Ernestine Witte by Judge Ferdinand Pecora, Chief Justice of the Supreme Court of New York.

J. ALLEN BROWN, NAB Assistant Director of Broadcast Advertising, to address West Virginia Broadcasters Assn. luncheon March 29 at Huntington, W. Va. He will address local Ad Club March 28.

TRIS COFFIN, commentator, news analyst and author of the book *Missouri Compromise*, joins ABC's Washington news staff.

the one-armed paper hanger is Strictly a Loafer

The proverbially busy one-armed paper hanger is a gentleman of leisure compared to Roy Battles. This lanky, 6-foot-2-inch Midwesterner is WLW's Farm Program Director . . . and one of the hardest-working, most conscientious men in radio circles.

An experienced farmer and former county agent, Battles took over his present duties in 1944 . . . and we still don't know how he does it. For example: besides directing and appearing on the daily broadcasts of "Everybody's Chore Time" and "Everybody's Farm Hour," Roy conducts two highly popular Sunday morning farm shows, "From the Ground Up" and "Farm Front" . . . is responsible largely for the format and content of all 21 programs of rural appeal originated by WLW each week.

Roy supervises the activities of assistants Bob Miller and Betty Brady who—along with Farmer Earl Neal and Outdoorsman Boss Johnson—help him tailor all farm programs to the interests of agriculture in the WLW area. He also supervises the operation of WLW's practical, non-subsidized farm, answers countless letters from listeners, and greets scores of daily visitors to Everybody's Farm.

Battles is in constant demand as a speaker before farm groups, schools, clubs, and meetings of all types—even more so since he accompanied WLW's famine investigating party on a six weeks' tour of Europe's worst famine areas last year. He spoke before thousands of people last year—was forced to turn down more speaking invitations than he was able to accept.

How does he do it? When does he get to see his family? We asked him and his answer, as he pulled away in the mobile unit, sounded like, "I don't know, but I love it!"

Which is probably why WLW's farm programming won VARIETY'S award for "contributing to the world's breadbasket" . . . was cited as "outstanding" in BILLBOARD'S poll of radio editors. It's also the reason why Battles is the favorite farm broadcaster (and WLW the overwhelmingly dominant station) among rural listeners of Ohio, Indiana, Kentucky, and West Virginia.

WLW

CROSLEY BROADCASTING CORPORATION